COREY **DICKINSON**

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INTEGRATED MARKETING LEADER | BRAND STRATEGY & GO-TO-MARKET

EXECUTIVE SUMMARY

Hands-on marketing leader with 18+ years of experience growing consumer brands and leading teams from strategy through execution. Translates business goals into integrated go-to-market (GTM) plans across wholesale, e-commerce, and owned retail. Aligns sales, creative, digital, and operations around shared priorities, launch calendars, and measurable goals while preserving each brand's identity. Brings multi-brand CPG expertise and community-driven marketing relevant to outdoor and lifestyle consumers, with a focus on authentic storytelling and team development.

SELECTED IMPACT

Managed a multi-state portfolio of 200+ products and $75M in annual revenue. Integrated four acquisitions in one year. Helped grow a business from $1M to $20M+ over seven years. Delivered 38 product launches in two years and four ground-up brand builds. Directed GTM for 14 brands representing $50M and retail marketing for 14 locations encompassing $20M. Managed, negotiated, and executed 20+ large-scale partnerships and festivals annually, generating $1M in additional revenue and 2.4M impressions.

PROFESSIONAL EXPERIENCE

VP - SALES + MARKETING | WILDING BRANDS | 2024–Present

Promoted from VP Marketing. Denver-based consumer beverage portfolio spanning seven regional brands and 14 owned taproom and restaurant locations.

- Promoted to unite sales and marketing strategy, translating portfolio growth goals into shared priorities across brand, wholesale, owned retail, and product teams.
- Direct annual GTM strategy for 14 brands, encompassing 20+ new product launches and $50M in revenue; align storytelling, digital campaigns, wholesale support, and retail experiences.
- Manage brand and commercial priorities across 200+ consumer products representing $75M in annual revenue.
- Integrated Great Divide, Station 26, and Upslope; aligned teams on brand positioning, channel priorities, and GTM plans while preserving each brand's heritage and identity.
- Led portfolio innovation and SKU rationalization, aligning consumer demand with commercial goals; delivered 38 innovative product launches in two years and created the #1 cider SKU in Colorado.
- Partner with sales, production, and operations to synchronize launches, market expansion, forecasting, and customer communication; align distributor programming and field execution with brand and revenue goals.
- Build shared planning processes, campaign briefs, launch calendars, and reporting to align departments, clarify ownership, and coordinate assets across brands, channels, and markets.
- Manage, negotiate, and execute 20+ large-scale partnerships and festivals annually, generating $1M in additional revenue and 2.4M impressions; lead retail marketing for 14 locations encompassing $20M in revenue.
- Lead and coach managers and specialists across brand, digital, content, design, partnerships, and retail marketing; align senior stakeholders, direct agencies, and manage budgets and competing priorities.

DIRECTOR OF MARKETING | DENVER BEER CO. | Sep 2022–2024

- Rebuilt marketing operations and grew the team from 3 to 12; established KPI reporting, project management, analytics, and shared creative systems to improve alignment across brands and locations.

- Directed GTM strategy for 10+ products and 3+ brand families, aligning positioning, launch plans, and channel execution; developed a portfolio projected at $5.5M+ in annual revenue at the time.
- Led integrated campaigns across six locations, three brands, e-commerce, and multistate wholesale distribution; connected brand storytelling and retail experiences for two openings generating $4M+ annually.
- Developed the strategy and market launch plan for a $2.5M Arizona expansion; aligned agency partners, brand positioning, retail development, and wholesale distribution around shared launch priorities.

CHIEF MARKETING OFFICER | COMMUNITY BEER COMPANY | Jan 2014–Sep 2022

- Partnered with ownership to scale the Dallas brewery from 1,800 to 40,000 barrels annually and approximately $1M to $20M+ in revenue over seven years.
- Led marketing, operations, and product development; aligned cross-functional teams on GTM plans for approximately 20 products generating $8M+ in revenue.
- Directed the buildout of a $12M brewery, restaurant, taproom, and event venue; aligned production, packaging, sales, and distribution around statewide campaigns and launch execution.
- Coordinated procurement, packaging, and point-of-sale execution across 15+ brands annually; grew social reach to 120K+ and managed 100+ annual community activations.

ASSISTANT GENERAL MANAGER | VINE STREET PUB & BREWERY | Apr 2012–Jan 2014

Led daily front-of-house, back-of-house, and brewery operations; managed 50+ staff, inventory, labor, budgets, and events.

GM - NEW MARKET DEVELOPMENT | WET WILLIE'S INC. | Feb 2007–Nov 2011

Led launches of five locations across four states and built regional marketing and training programs across six states.

CORE CAPABILITIES

Integrated marketing strategy • Go-to-market planning • Multi-brand leadership • Cross-functional alignment • Wholesale, e-commerce & retail • Brand storytelling • Community partnerships • Campaign execution • Market expansion • Team coaching • Budget management

EDUCATION & COMMUNITY

Dual B.S. degrees, Psychology and Education | University of Colorado Boulder

Craft Beer Marketing Awards Judge (2023–present) • Bike MS team founder and captain • Community Greater Good 501c3 co-founder + board member