

LORENZO CAPRILLI

Senior Vice President Sales & Marketing - Vice President Sales - General Manager
Automotive Manufacturing/Beverage Alcohol/Consumer Packaged Goods Industries

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EXECUTIVE SUMMARY

A customer-focused, results-driven, sales, marketing and general management executive with 15+ years of experience in commercial leadership roles with North American Fortune 500 beverage alcohol, CPG and automotive manufacturing companies. Possesses a demonstrated track record of outperforming the competition, driving strategic growth, and meeting or exceeding revenue, gross margin and EBITDA targets in traditional multichannel trade and digital marketplace environments. Experienced in growing and leading businesses with up to \$150 million in revenue.

Known for business acumen, tenacity, critical thinking and problem-solving abilities, driving excellence across all business areas as well as providing strategic data-driven direction. Skilled at driving innovation and properly planning and resourcing revenue-generating activities that align the priorities of the broader organization while gaining a competitive advantage. Well-versed in building collaborative relationships, creating customer value and generating buy-in and partnerships with key customers and all internal/external stakeholders.

A skilled, articulate, inspiring leader and persuasive communicator, known for building winning cultures and leading large, high-performance sales and marketing teams across large geographies (up to 65 people). Skilled in negotiation with the natural ability to influence others and communicate the value proposition of a product or service. Employs a visionary and energetic leadership style that values work ethic, empowerment, a sense of urgency, attention to detail, accountability, empathy, integrity, passion and commitment.

PROFESSIONAL EXPERIENCE

Management Consultant/Business Advisor | Moxie Strategy Incorporated

February 2020 - Present, Vancouver, British Columbia, CA

[Moxie Strategy is a consulting company that delivers strategy and business development solutions that maximize shareholders' value.](#)

- Assisted new beverage manufacturing company start-ups in finding agency/distributor partners.
- Advised electric vehicle manufacturing companies on product, market penetration and sales optimization strategies.
- Successfully analyzed and identified healthcare/wellness market gaps as the basis for defining the brand concept for an AI-driven wellness company operating a chain of branded medical clinics.
- Authored investor decks to recruit physicians and technology executives and attract investors for the AI-driven wellness company.

Senior Vice President, Sales & Marketing | Electrameccanica Vehicles Corporation

April 2015 - December 2019, Vancouver, British Columbia, CA

[Electrameccanica \(SOLO: NASDAQ\) is a manufacturer of advanced electric cars. Founded as Intermeccanica in 1959, the legendary, Turin-based Sports car manufacturer became Electrameccanica in 2016 and launched the SOLO and TOFINO EVs.](#)

- Developed the commercial strategy to establish the company as a player in the EV market (pre-post NASDAQ listing).
- Led the global sales & marketing team that achieved 1400 (\$25MM order book value) online pre-orders.
- Secured B2B fleet tests & partnerships with key public sector accounts in both US and Canadian cities.
- Championed two key strategic initiatives: a Bosch National Service Network for SOLO and the implementation of a new DMS System
- Operated the head office showroom & test drive program to build consumer engagement and generate vehicle pre-orders.
- Developed and designed the pre-launch consumer/trade marketing materials and the brand positioning of the SOLO EV.
- Collaborated with engineering to create the brand architecture, positioning statements and product roadmap for our products.
- Implemented the initial sales tracking & reporting system to monitor online sales trends allowing for ongoing business intelligence.

President | Beach City Wine Company Limited

January 2010 - June 2017, Vancouver, British Columbia, CA

[Beach City is a boutique wine marketing company that develops new wine brand concepts and offers customized marketing strategy consulting services to new winery ventures.](#)

- Partnered with Viña Las Perdices, one of Argentina's finest wineries to design and produce wine brands according to my specifications, including a concept wine called Que Guapo (my proprietary wine brand).
- Successfully launched Que Guapo as a new product launch supported and merchandised by BC Liquor Stores
- Expanded distribution to 120+ BCLS retail and 50+ BC private stores.
- Inked a nationwide distribution agreement with one of Canada's largest wine distribution agencies.
- Secured a 6-month exclusive distribution and in-store marketing deal with 36 Sobey's locations in Alberta & 79 SLGA stores.

Vice President, Western Canada / Director of Sales, Western Canada | Constellation Brands Incorporated

January 2000 - May 2009, Rochester, New York, USA

[Constellation Brands \(NYSE: STZ\) is a leading international producer and marketer of beer, wine, and spirits with operations in the US, Mexico, New Zealand, and Italy. The organization has a \\$44 billion market cap and sales revenues of \\$10 billion.](#)

- Promoted to be the top executive leader in Western Canada and a key member of the Canadian Executive Leadership Team
- Recruited, built, led and inspired a cross-functional team of 65 people (5 Direct Reports including 3 Directors).
- Grew divisional revenues in Western Canada from \$40 million (M) to \$150 million (\$53M in margins, and \$40M in EBITDA)

- Consistently exceeded overall annual market growth rates by 3-4% for 9 consecutive years.
- Maximized employee engagement, competitiveness, and alignment with the company's goals by incorporating "one-of-a-kind" experiential learning into regional meetings.
- Revamped compensation programs to strengthen the link between individual and broader company financial performance.
- Saved \$200,000+ in Training and Development costs by authoring and creating the company's first National Sales Training Manual
- Led the charge in implementing technological advances to unite geographically dispersed teams, thereby improving customer service to better capitalize on revenue-generating opportunities,
- Achieved the highest employee engagement score out of all 4 regional business units
- Fostered a new team culture grounded in the slogan "performance, passion, and pride" – the unifying principle that defined the culture of the national sales team.
- Oversaw the Implementation of a custom software overlay to the existing enterprise software system, which significantly improved customer service, internal reporting, and revenue-generating capabilities.
- Provided the strategic framework and built a team that delivered widespread success in landing national accounts such as The Keg, Boston Pizza, and Earls Kitchen & Bar.

TESTIMONIALS:

"Has an enviable reputation as an architect of high-performance sales & marketing teams that always exceeded performance expectations and set a standard for excellence within the company and the broader industry"

Ian B. - Division Vice President & GM, Treasury Wine Estates Limited

"Lorenzo is a big-picture leader with an eye for details and results. In my 8 years working for him, he supported the business and team with an unwavering commitment to be the best in our industry"

Erwin P. - Vice President Americas, Constellation Brands Incorporated

"Lorenzo is a true visionary who captured the trust and respect of other team members through a progressive leadership style that delivered results"

Kim A. - Senior Sales Manager, Breathru Beverage Group LLC

"Lorenzo masters the art of bringing the best out of each person and is an outstanding mentor. He was instrumental in developing a multiyear commercial strategy at ElectraMeccanica."

Rodrigo L. - Brand Manager, Electrameccanica Vehicles Corporation

EDUCATION:

Bachelor of Commerce - Marketing | McMaster University-Degroote School of Business

Minor in Economics – – Hamilton, Ontario, Canada

LANGUAGES:

- English - (Fluent), Italian - (Fluent), French - (Working Knowledge)

SKILLS:

- Business Development & Revenue Generation (B2B, B2C, D2C)
- Building, Leading and Managing High-Performance Sales & Marketing Teams
- Recruitment, Training & Development
- Finance (P & L Management/Reporting)
- Written/Oral Communication
- Critical/Strategic thinking
- Market Data Analysis and Assimilation
- National/Key Account Management
- Negotiation
- Marketing (Brand/Consumer/Trade)
- Forecasting & Business Planning
- Technical: (CRM/Sales Automation Tools, Microsoft Office Suite, OS-X based software, Social Media)