



Dean M. Zurliene

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Profile

Proven leader with experience managing National Convenience Customer Teams for the last six years. Track record of developing and implementing successful strategies to grow customer's categories. Twenty years experience in beverages with diverse background including Corporate Sales, Category Management, Field Sales and Marketing.

Experience

- 2017-PRES **MONSTER ENERGY : VICE PRESIDENT NATIONAL CONVENIENCE**
- 2015-2016 **MONSTER ENERGY : LEAD SMALL STORE CATEGORY MANAGEMENT**
- 2012-2015 **AB-INBEV : LEAD SMALL STORE CATEGORY MANAGEMENT**
- 2011-2012 **AB-INBEV : DIRECTOR CIRCLE K CATEGORY MANAGEMENT**
- 2010-2011 **AB-INBEV : KEY ACCOUNT MANAGER - MISSOURI CONVENIENCE SALES**
- 2008-2010 **AB-INBEV : CATEGORY MANAGER - TX, OK & LA CONVENIENCE**
- 2006-2008 **AB-INBEV : MARKET MANAGER - NEVADA WHOLESALERS**
- 2000-2006 **ANHEUSER-BUSCH : STL MRKT RESEARCH, ANALYST & SCHEMATIC MANAGER**

Responsibilities

- : Lead Monster Energy Top 5 National Convenience Customer Teams including 7-Eleven, Circle K, Speedway, QuikTrip and Pilot FlyingJ.
- : Develop Monster Energy convenience retail strategies and build plans to drive long-term, sustainable growth across multiple Non-Alc beverage categories.
- : Monster Energy Convenience Channel SME responsible for developing and maintaining industry relationships.

Accomplishments

- 2018 **Awarded 7-Eleven Vault Supplier of the Year**
- 2017-Present **NACS Convention Committee Member**
- 2016-Present **NACS Membership Committee Member**

Interests

Family, Travel, Running, Golf, Guitar, Baseball Coach, Outdoor Activities

Education

- Master of Business Administration** : Southern Illinois University, Edwardsville, IL 2004
- B.B.A. Management** : McKendree University, Lebanon, IL 2000