

## Country Manager – Loca Loka

Senior commercial leader with 15 years of deep, hands-on experience in building and scaling alcohol beverage brands across complex trade environments. Adept at leading cross-functional teams, owning full P&L, developing talent, and driving growth across premium and mass-market portfolios. Proven ability to operate at both strategic and executional levels, balancing brand ambition with operational discipline.

### **Key Responsibilities:**

- Define and drive the national business strategy in alignment with global and regional objectives.
- Lead country-level P&L, ensuring consistent revenue growth, profitability, and cost optimization.
- Build and maintain high-impact relationships with on-trade and off-trade stakeholders—retail chains, national accounts, independent outlets, and distributors.
- Recruit, onboard, and continuously develop sales and trade marketing talent; implement structured performance management and incentive systems.
- Conduct market and competitor analysis to identify growth opportunities and inform go-to-market plans.
- Monitor sales performance and pipeline conversion; refine execution strategies based on analytics and frontline inputs.
- Drive execution through distributor partners and internal sales teams; align them to monthly, quarterly, and annual targets.
- Maintain a sharp focus on compliance with local alcohol regulations and advertising norms.
- Coordinate with global and regional teams across marketing, finance, logistics, and supply chain to ensure aligned execution.

- Lead client engagements and high-stakes negotiations; act as escalation point for key partner relationships.
- Oversee budgeting, forecasting, and resource allocation across teams and trade programs.
- Ensure strong visibility and activation for the portfolio through trade marketing, digital, and on-ground campaigns.
- Regularly travel across markets to stay connected with channel partners, monitor in-market execution, and gather insights.

### **Ideal Background:**

- 15+ years of commercial and general management experience in the alcobev space, with a strong sales and trade foundation.
- Known for building winning teams and developing future leaders.
- Strong understanding of route-to-market models, pricing structures, and channel dynamics.
- Experience launching new brands, reworking GTM strategies, and managing transitions in a regulated industry.
- Deep appreciation for consumer behavior, distributor economics, and compliance frameworks.
- High EQ with a hands-on leadership style and strong cross-cultural communication.

### **About Loca Loka:**

Website : [www.localokalife.com](http://www.localokalife.com)

Loca Loka is a premium tequila brand born from the unexpected fusion of two cultures—India and Mexico. Its name combines *Loca* (Spanish for “crazy”) and *Loka* (Sanskrit for “world”), reflecting the brand’s core spirit: bold, unorthodox, and globally minded. Co-founded by an entrepreneur Mr. Sree Harsha Vadlamudi and in collaboration with actor Mr. Rana Daggubati, music producer

Anirudh Ravichander, Loca Loka redefines tequila as both a drink and a cultural experience.

Crafted in the highlands of Jalisco, Mexico, Loca Loka tequila uses only mature blue weber agave grown at altitude, harvested after six years, and cooked using traditional brick ovens and autoclaves. Each batch is double-distilled in small copper pot stills, preserving the depth and clarity of agave flavor. The Blanco is crisp and floral with a peppery finish, while the Reposado is aged in American and French oak barrels, giving it a rich, mellow character. No shortcuts. No additives. Just craftsmanship and character.

Despite being a newcomer, Loca Loka has made a striking debut on the global stage. At the **San Francisco World Spirits Competition 2025**, the brand took home **Gold for Blanco** and **Silver for Reposado**. It also secured **Silver and Bronze medals** at the **New York International Spirits Competition 2025**—a huge feat for a debutant brand. These accolades validate the product's authenticity, quality, and growing appeal among spirits connoisseurs.

But Loca Loka is more than just award-winning tequila. It's a global brand built on storytelling, culture, and cross-border creativity. Since its U.S. launch in 2024, the brand has made its presence felt in key markets including New York, New Jersey, Texas, Florida, and California. A signature Cinco de Mayo roadshow in 2025 took the brand across six cities in just one week—New York, Dallas, Miami, Las Vegas, Singapore, and beyond—bringing immersive experiences, tastings, and events that amplified its visual identity and vibe.

Loca Loka also represented India at **Bar Convent Brooklyn 2025**, one of the world's leading spirits industry events. The brand has been featured by major U.S. retailers like CWSpirits and Interbev, with strong online traction and influencer buzz. A limited-edition Añejo is expected to launch soon, further expanding the portfolio.

The company is now preparing for its India debut by late 2025, with plans to scale operations, build domestic distribution, and tap into the country's growing premium spirits segment. The goal is to sell

over one million bottles within 18 months and break even in that same window. Long term, Loca Loka aims to manufacture locally while retaining its Mexican production base for exports.

At its core, Loca Loka is not just a brand—it's a movement. A rebellion against the ordinary. A beautifully strange celebration of global creativity. Whether in a club in New Delhi, a rooftop bar in LA, or a cocktail lounge in Singapore, Loca Loka is for those who drink differently and live louder.