

APRIL M ROBINSON, MBA, CPA

Diageo Public Limited Company, Sales Performance Director

Ms. Robinson is a commercially and financially astute Sales Director with experience and proven success in Sales Commercial Strategy, Risk Management, Dynamic Team Management, and Accounting & Finance, including pricing strategy performance management, data analysis, and commercial financial planning.

Currently, she is the Sales Performance Director for Diageo Public Limited Company in New York, NY where she owns distributor relationships and performance of Upstate New York's approximately \$100M Spirits Business. During FY21 she successfully over-delivered distribution, volume, & financial targets in a wholly independent market where the total market share grew more than +300 bps.