


## Anthony Spina · 2nd

PRIMER Co-Founder | Former White Claw and Pabst

Greater Chicago Area · [Contact info](#)

500+ connections

 PRIMER Electrolyte Charged Hard Seltzers

 Harvard Business School Online

### Experience



#### Co-Founder | Co-CEO

PRIMER Electrolyte Charged Hard Seltzers · Full-time

Jan 2021 - Present · 1 yr 3 mos



#### Founder

Three Degrees, Inc.

Aug 2019 - Present · 2 yrs 8 mos

Worldwide

A marketing collective bridging the past and present to create actionable brand strategy for a bright future.



#### Mike's Hard Lemonade

1 yr 1 mo

Chicago, Illinois

- **Senior Brand Manager, White Claw Hard Seltzer**

Aug 2018 - Jul 2019 · 1 yr

- Oversaw day-to-day management of White Claw, including brand strategy, new product innovation, sales collateral and POS development, packaging development, partnership identification, sustainability initiatives, digital strategy and community programming. [...see more](#)



- **Senior Brand Manager - Mikes Harder**

Jul 2018 · 1 mo



#### Pabst Brewing Company

7 yrs 6 mos

- **Brand Manager - Old Style beer**

Feb 2015 - Jun 2018 · 3 yrs 5 mos

Greater Chicago Area

- Led marketing planning for the Old Style brand, including brand strategy, idea generation, content development, programming, brand identity, execution, advertising, media, partnerships, collaborations, sponsorships, experiential events, brand licensing, and B2B.



- **Field and Culture Marketing - Pabst Portfolio**

Dec 2012 - Jan 2015 · 2 yrs 2 mos

Greater Chicago Area

- Served as first-ever field marketing agent; drove local field marketing strategy and execution for key brands in PBC portfolio in IL, including PBR, Old Style, Schlitz, and Colt 45; developed unique on- and off-premise programming.



- **Retail Sales Manager**

Jan 2012 - Dec 2012 · 1 yr

Greater Chicago Area

- Managed 100 key accounts and led field sales strategy and execution for PBC portfolio, including PBR, Old Style, Lone Star, Schlitz, Colt 45, Old Milwaukee, and Special Export.

[Show all 4 experiences →](#)



#### Field Marketing Representative

BR Zoom

Dec 2009 - Dec 2010 · 1 yr 1 mo

Greater Chicago Area

- Served as company's first dedicated field marketing representative for Old Style brand.
- Developed on-premise key account list consisting of influential bars, restaurants, and venues in Chicago.

[Show all 11 experiences →](#)

## Education



**Harvard Business School Online**

Disruptive Strategy

2020 - 2020



**Harvard Business School Online**

Entrepreneurship Essentials

2020 - 2020



**Quinlan School of Business, Loyola University Chicago**

Executive Education - Mini MBA

2015

[Show all 4 education →](#)