



**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 →](#)