

Name
Address
Phone ~ Email

Consumer Packaged Goods (CPG) marketing professional with experience managing cross-functional teams to grow brands, develop strategies, and execute packaging and promotional tactics. Extensive leadership positions in small, mid-size and large organizations. Marketing experience includes CPG in addition to manufacturing, international marketing, and real estate capital markets. Proven ability to quickly adapt to other industries and institutions.

QUALIFICATIONS

- ◆ New Product Innovation
- ◆ Brand Development
- ◆ Project Management
- ◆ Strategic Planning
- ◆ Promotional Planning
- ◆ Proven Leader
- ◆ Data Analysis
- ◆ Written and Verbal Communication
- ◆ Vanderbilt MBA

SIGNIFICANT ACCOMPLISHMENTS

- ◆ Grew stable Xxxxx Rice Cake brand 8% in 24 months through innovative product design. Increased promotional activity on brand while maintaining limited budget. Marketed brand to core target audience through the use of couponing, sponsorships and event sampling.
- ◆ Managed cross-functional team to develop new brand, Xxxxx Fruit & Oatmeal Cereal Bar. Oversaw production, packaging and promotion of brand resulting in \$50MM in sales and has been on-shelf for 10+ years.
- ◆ Within first 5 months on the job, created, designed, sourced and managed comprehensive Self-Serve Bagel Kiosk and Bagel Shop merchandising program, resulting in national media attention and grew bagel sales by 15%.

PROFESSIONAL EXPERIENCE

CONSULTING/PROJECT WORK

Independent Consultant

Naperville, IL
2000 - Present

- ◆ Marketed and sold fundraising opportunities to Chicago-area non-profit organizations.
- ◆ Analyzed competition for a gift wrap company and recommended strategies for overcoming weaknesses.
- ◆ Developed business and marketing plans for start-up businesses.
- ◆ Planned and executed group trainings and meetings on various topics, such as cultural sensitivity, global awareness, foreign customs and marketing strategies.

THE XXXXX OATS COMPANY

Assistant Brand Manager – Xxxxx Rice Cakes

Chicago, IL
1997 - 1999

- ◆ Managed \$15MM budget.
- ◆ Innovated rice cake form to introduce “YYY” brand which grew overall brand by 5%.
- ◆ Developed 4, innovative rice cake flavors from initial concept stage to final product/packaging on-shelf while simultaneously improving existing flavor profiles.
- ◆ Overcame production, flavor and financial hurdles to deliver optimal products within a short time frame and within budget and margin parameters.
- ◆ Redesigned entire packaging line that resulted in a fun, eye-catching brand statement on-shelf.
- ◆ Designed display racks for increased on-shelf branding awareness. Worked closely with retailers to determine optimal display rack configuration and other merchandising needs.
- ◆ Partnered with Bob Greene, Lady Footlocker, Jenny Craig and Susan G. Komen Race for the Cure to promote and sample YYY which led PR program to be one of YYY’s most successful.
- ◆ Developed Strategic and Tactical Plans (given smaller budgets, but increased news).
- ◆ Managed TV and Print advertising, PR, sponsorships, sampling and couponing.
- ◆ Made business recommendations based on competitive analysis, syndicated data and consumer research.

Assistant Brand Manager – Xxxxx Fruit & Oatmeal Cereal Bar

1997 – 1998

- ◆ Managed the development, testing and execution of initial 3 SKUs while simultaneously developing flanker.
- ◆ Developed Marketing Plan which included the planning and execution of FSIs, TV & Print advertising, sampling, couponing and cross-promotions with other brands.

- ◆ Developed timelines, financials, volume expectations and packaging while managing R&D resources.
- ◆ Analyzed competitive tactics to develop potential defense strategies.

Assistant Brand Manager - In-Store Bakery Bagels

1996 – 1997

- ◆ Managed new product introductions and line extensions to meet rapidly growing consumer demand and competitive activity.
- ◆ Managed strategic business plans, A&M budget, trade shows and promotional activities.
- ◆ Assumed leadership position in creating a "team" atmosphere among all functional areas while coaching administrative team to assume more responsibility and ownership.

Consultant/Business Analyst - Xxxxx Customer Business Center

1995 - 1996

- ◆ Aided McKinsey Consulting in the implementation of leading-edge, customer marketing process.
- ◆ Analyzed trade promotion ROI at every retailer within the Central US.
- ◆ Interacted with all levels of sales organization to analyze and plan retail trade promotions.
- ◆ Managed tracking of key performance indicators for seven Xxxxx brands and recommended ways to improve promotional profitability.

xxxSYSTEM KRAKOW

Krakow, Poland

Director of Marketing for Import/Export and Manufacturing Firm of High-Quality Lighting Systems

1994 - 1995

- ◆ Selected for highly competitive, USAID program to provide assistance to Central European companies.
- ◆ Created marketing department and marketing strategy for imports/exports while aiding in the formulation and implementation of a 5-year business plan for European and American markets.
- ◆ Created a customer-oriented vision for the entire company which culminated in ES-System being named one of Central Europe's most entrepreneurial firms.
- ◆ Acted as primary contact to 12 foreign suppliers and formed strategic partnerships with European and American firms through which to sell lighting systems.
- ◆ Increased efficiency of domestic distribution network through continual on-site visits, training seminars, quarterly satisfaction surveys and direct-mail correspondence.

CONTINENTAL BANK NA

Chicago, IL

Real Estate Marketing Analyst - Real Estate Capital Markets

1990 - 1992

- ◆ Assisted in the origination, analysis, structuring and placement of transactions with institutional investors.
- ◆ Formulated marketing strategies and maintained contact with international investors.

EDUCATION

VANDERBILT UNIVERSITY

OWEN GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration

Marketing and Operations Concentrations

Nashville, TN

May 19xx

BOSTON COLLEGE

Bachelor of Arts

Elementary Education Major and Mathematics Minor

Chestnut Hill, MA

May 19xx