

GLOBAL BRAND & MARKETING EXECUTIVE

BUILDING AND REINVIGORATING ICONIC BRANDS FOR MAXIMUM ROI AS A VISIONARY AND METRICS-DRIVEN STRATEGIST

Global brand & marketing executive, offering distinction of a disciplined approach to driving brand value and business growth. Strong P&L management, KPI monitoring, and country-specific commercialization strategies. Reputation for seeing above and through brand diluting practices, getting back to core value to overcome market barriers and stay relevant in the eyes of consumers.

- ➔ **Team building & leadership:** Integrity-driven coach who has inspired cross-functional teams of 40+, converting them into brand culturist behind the success of innovative and groundbreaking brand/rebranding campaigns.
- ➔ **P&L management (\$315M):** Future-focused leader, leveraging fiscal planning to capture immediate financial returns and position brands for long-term profitability while augmenting shareholder value.
- ➔ **Market & product strategy:** Intelligent marketing maneuvers keeping brands relevant and responsive to consumer needs...capturing, protecting, and regaining strong positions in their respective categories across the globe.
- ➔ **Global business adaptability:** Global strategy driving business growth in Asia, Australia, North and South America, Canada, and Europe, underscoring keen understanding of cultural nuances in consumer purchasing decision process.

PROFESSIONAL EXPERIENCE

WORLD KKKKK, LLC ▶ City, ST

year to year

Private Equity Owned Xxxxxxxx, LLC generates \$600M+ annually and employs 3000 employees; marketers, manufacturers, and distributors of world-renowned brands.

PRESIDENT, COMMERCIAL MANAGER | year to year

After successfully delivering **\$100M** in global market growth in previous role and priming company for a successful acquisition, entrusted to optimize profitability in the Latin American and EMEA markets (\$30M). Built commercial startup operations in Europe from the ground up.

- **Expanded regional market presence and e-commerce footprint.** Designed and launched a comprehensive direct-to-retail growth strategy with a focus on partnering with major in-country distributors and retailers.
- **Connected brand with existing and prospective technology-savvy customers, rejuvenating company image.** Spearheaded rollout of Mexico and EU commerce website platforms and launched digital and social marketing to reach consumers via web, mobile, and tablets—redirecting traffic to online storefront.
- **Maximized sales and marketing efficiency.** Designed integrated brand strategies with a focus on crucial marketing & sales (M&S) priorities, founded on Key Performance Indicators (KPI).

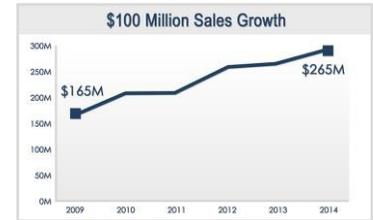
ACHIEVEMENTS

SENIOR VICE PRESIDENT AND GENERAL MANAGER, GLOBAL BUSINESS UNIT | year to year

Key strategic member of the executive team, in direct-report relationship to CEO. Delivered \$100M in steady global market growth which was instrumental to a successful equity buy out. Made transformational global marketing and brand building decisions, against immediate and long-term targets, while managing \$315M P&L. Launched 360-degree marketing campaigns integrating traditional and digital marketing strategy.

Continued from Senior Vice President And General Manager, Global Business Unit:

- **Secured single largest Board investment of \$60M** for operational improvements increasing capacity 50%, based on future needs assessment and financial ROI analysis.
- **Revamped pricing strategy.** Resolved Cxxxx's margin attrition problem by eradicating poor pricing practices—shifted from deep-discounting promotions to value-based pricing which accelerated profit margin by 4.6 points.
- **Evolved to digital marketing.** Paired efforts in the launch of a 'game-changing' digital/social marketing campaign, expanding brand awareness to a robust global web presence.
 - Reallocated traditional marketing spending, reaching new consumers by creating two-way conversations via Facebook, Twitter, Instagram, Pinterest, YouTube, etc.
- **Created new categories and products. Stayed ahead of consumers' needs through innovation and re-invention,** keeping Cxxxx brand relevant.
 - Responded nimbly to rising trends for healthier eating and casual entertaining and increased sales by successfully entering the glass storage category, capitalizing on consumer affinity for the Cxxxx brand.
 - Launched/rebranded new products specific to the needs of each market (e.g., Korean/Asian Bowls vs. US plates), reversing a \$15M decline in new pattern renewals and YOY product sale performance: \$6M in Asian Bowls (year), \$4.5M in Embossed Dinnerware (year), \$3M in Storage (year)
- **Stretched brand's global reach.** Negotiated geographical distribution of products into 15 global markets, accelerating growth by **\$3M**.



BRAND EXPANSION	
51.2M	Web Browsing and Video Views
1.5M	Facebook Likes
30K	Digital Assets
848M	Digital Impressions

CHIEF MARKETING OFFICER | year to year

Driving force behind the rebirth of all brands. Strategized global brand management, consumer engagement, agency relationships, and the launch of new products go-to-market via new distribution channels, while prioritizing spending within a \$300M P&L. Better positioned North American Household products and outmaneuver the competition's commodity pricing through the design of a three-year strategy, embedding sales channel pipeline tactics, CPG marketing remodeling, and global marketing.

- **Gained stronger market position.** Repositioned brand messaging, capturing a dominant hold on the market through design and launch of brand strategies, market-specific sales promotions, and new product deployment.
- **Reinforced differentiation over competitors.** Restructured pricing strategy, offering consumers flexible solutions, driving margin improvement by 4.5 points.
 - Through a mix of public relations and marketing tactics, boosted Pxxxx brand market share points by 10 and Cxxxx by 1.8 points; increased brand awareness points for all core brands: Pxxxx +13 pts, WxxxxWxxxx +15 pts, + Cxxxx +4pts.
- **Optimized human capital potential.** Inspired and coached 40-member sales & marketing team into top performers and brand champions that were energized by a rewarding and fulfilling work environment; evident in a 5% improvement in satisfaction scores and 78% engagement score.
- **Delivered operational savings.** Continuously assessed for opportunities to augment cash flow with value stream mapping and rationalization through lean initiatives, realizing \$18M in cost savings.

NEW BRAND LAUNCH RESULTS	
15%	Market Share Growth
\$9M	New Product Sales
19	New Accounts

VICE PRESIDENT MARKETING, GROUP DIRECTOR | year to year

Optimized profitability for a **\$150M** business, designing solutions in marketing, product development, advertising, merchandising, and supply chain. Launched many company-firsts in e-commerce strategy, generating **\$11M** annual sales to date.

- Revived profitability by unleashing the brand's market potential through the renegotiation of pricing structure with a major retailer—Walmart. Eliminated brand-diluting price point, expanded margins, and reinvested profits into other ROI driving campaigns.
- Captured **\$16M** in new product sales—in first year—by introducing Square Round dinnerware product that currently represents **\$50M** in global sales.
- Achieved a **12** point increase in gross margin with the design of a new business model, increasing price by **11%** (\$10M). Made unprecedented return on the most substantial category advertisement investment, with a **93%** reach, **8.9** frequency, **828** Million RPs.

GENERAL MANAGER | year to year

Led business, market, profit, and brand growth strategy in Latin America, Europe, Middle East, and Africa, with P&L management of \$15M. Realized 25% sales growth, 2.1 points margin increase, launched 40 new products into Mexico, and won 2 major accounts.

CCCCCCC, INC. ▶ City, ST

year to year

An American \$10B manufacturer of glass, ceramics, and related materials, primarily for industrial and scientific applications with approximately 45,000 employees worldwide.

CONSUMER PRODUCTS ROLES

Held increasingly responsible positions in Brand Management, Marketing, Corporate Strategy, Creative Services, and Business Development as an Expat assignment in Europe.

EDUCATION

Cornell University - MBA in Marketing, Johnson School of Management
Cornell University - BS in Agricultural Economics and Business Management