

ALAN MacDONALD

Bothell, WA 98011 • 206-310-0964 • amac8080@gmail.com

Dear Hiring Manager:

I am looking for a new opportunity to leverage my successful marketing and executive experience to help a new company succeed in both the short and long term. I encourage you to review the enclosed resume. I am willing to relocate.

I believe my experience leading marketing teams and creating innovative new products, promotions and advertising can help the right CPG company. In my senior management roles, my companies have not only outperformed the market, but I have a demonstrated history of creating successful innovations while developing highly effective marketing teams. Most of my experience is in working with agricultural products and marketing them to different segments – wholesalers, retailers, food manufacturers, club stores, on-line, Amazon, and brokers.

I have a background developing and leading departments at companies that range from disruptive privately owned entrepreneurial companies to billion-dollar corporations with complex portfolios. I have a strong ability to wear many hats and take on versatile roles such as budget & resource management, creating successful joint-ventures, international sales and marketing and developing industry leading new products. More than anything I can develop compelling storylines that differentiate similar products and are embraced by retailers, restaurateurs, consumers, and large food manufacturers.

Highlights you will recognize from my resume include:

- History of doubling and tripling industry growth rate, across several companies and brands from innovative planning strategies.
- Elite people management skills: reputation as a positive, highly motivated leader with a track record of teaching and developing strong talent.
- Thinks outside of the box in dynamic and complex industries. Demonstrates the ability to navigate successfully through the new, the different, the unplanned - through a combination of creative problem solving and personal experience.
- Insightful analysis of industries, competition, and future trends to understand the greatest potential opportunities.
- Collaborates with Senior Management teams to determine long-term strategic vision for the company and then implements plans to accomplish corporate goals.
- Drives high-level communication both internally and externally.
- Excellent at new product development including industry & category research, naming, package design, launch plan execution, post launch analysis.
- Ability to manage a large, complex portfolio and design marketing tools that simplify priorities to sales team and customers.

I look forward to meeting with you to discuss opportunities that you may have now or in the future. Until then, thank you for your kind consideration.

Sincerely,

Alan MacDonald