

Candidate Profile | Chris Hintermeister

June 2022

01 **Professional Experience**

02 **About Me**

01 Professional Experience

Professional Experience
Summary

Overview

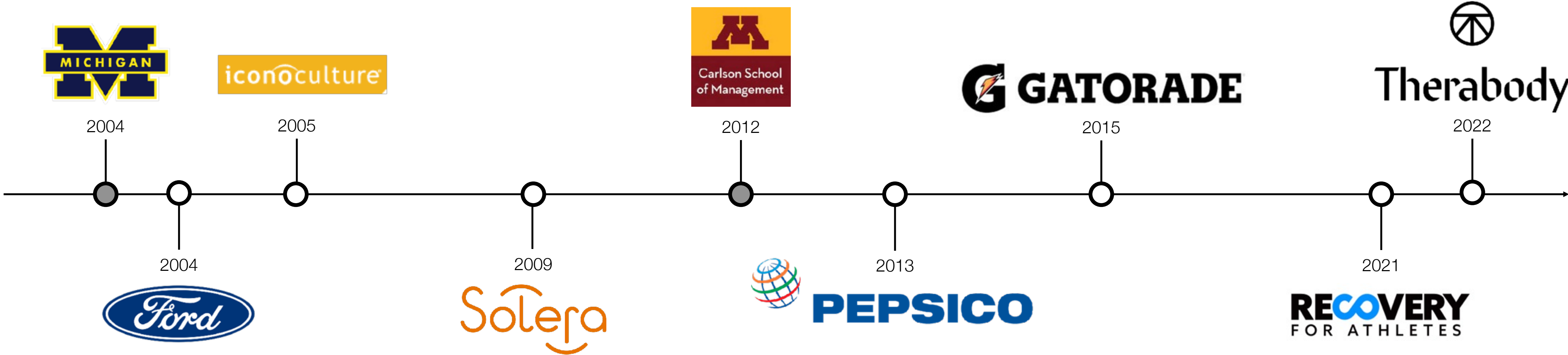
Executive leader with expertise and passion for consumer facing **innovation**, **brand marketing** and **strategy**.

Curious and **creative** yet highly **analytical** problem solver with proven ability to lead teams that drive business outcomes.

Experiences

- Innovation development and commercialization
- Brand building and marketing management
- Go-to-market planning and execution
- Consumer research and insights
- Digital product and ecosystem strategy
- Partnership management and activation
- Creative agency management
- P&L oversight and financial modeling

Professional Experience
Career Journey



Professional Experience

Phase 1: 2004 - 2012

Phase 1

B2B

The first phase of my career was about discovering what I really wanted to do (B2C marketing) but not being in a position to do so, requiring me to play the hand that I was dealt to the best of my ability which involved completing an MBA while working full-time

Ford Motor Company

- Managed a network of dealers and provided operational consulting
- Promoted in role for delivering results but left due to conditions (4-6 hours driving per day) and for intellectual curiosity

Iconoculture

- Cultural trend research company where I developed passion consumer marketing
- Started in business development where I became the top performing associate and went on to manage a team of four
- Transitioned to product marketing to get closer to business/product strategy; led core product repositioning to increase avg. annual contract values by 15%

Solera

- Provider of data/services to automotive insurance underwriting & claims customers
- Mentored by Harvard business school and ex-Deloitte consultants which helped unlock significant professional development
- Successfully built and executed a business case for a new product that became the fastest growing and most profitable in company history
- Was promoted to leadership position with oversight to 27 person team to lead professional services across all claims customers

Professional Experience

Phase 2: 2013 - Present

Phase 2

B2C

I realized my career ambition and joined a consumer facing leader in Pepsico and parlayed that experience into a marketing position at Gatorade where I had the opportunity to lead a brand (Gx) from inception to commercial success

Pepsico

- Managed innovation portfolio reporting across all global beverages to serve regional leadership, CEO and Board of Directors as core audience
- Implemented and leveraged Tableau to convert a process that initially was run by an 8 person mgmt. consulting team into something that only required 2 people

Gatorade

- Joined long-term innovation team and helped envision, pilot and scale personalization platform (Gx Pro) to more than 50 professional/collegiate teams
- Led and executed strategic partnership that integrated Gx Pro into Kinduct - a leading athlete-management-software company
- Led cross-functional commercialization of Gx, Gatorade's first direct-to-consumer brand and disruptive personalization platform
- Managed equipment innovation and developed retail growth strategy that has helped deliver 10X growth over the last 4 years
- Partnered with Gatorade Sport Science Institute and 3rd party IP expert to develop and launch new-to-the-world sweat testing technology (Gx Sweat Patch) and mobile app that democratizes personalized science based recommendations (Gx app)
- Helped create brand Ecosystem vision and re-imagined brand customer experience

Recovery For Athletes

- Joined pre-revenue startup (For Athletes) as fourth employee (after CEO and 2 co-founders)
- Developed corporate strategy and created inventor pitch deck for athlete focused marketplace model; helped secure \$1MM in seed funding

Professional Experience
Gatorade

Gx Pro

Delivering hydration personalization to elite athletes required building an entire digital ecosystem including a high-fidelity weigh-in station, a software suite of digital tools to track players as well as an algorithm driven recommendation engine

I helped develop, manage and deploy every aspect of the Gx Pro program including our agency partner (Smart Design) and worked directly with teams on training and implementation



Pod Delivery System

Range of Formulas and Flavors

Intake Tracking and Guidance

Intake Tracking and Guidance



Athlete Sweat Testing



Platform Management and Analytics



Sports Fuel Recommendations Based on Athlete Profiles and Activity Specifics



Professional Experience

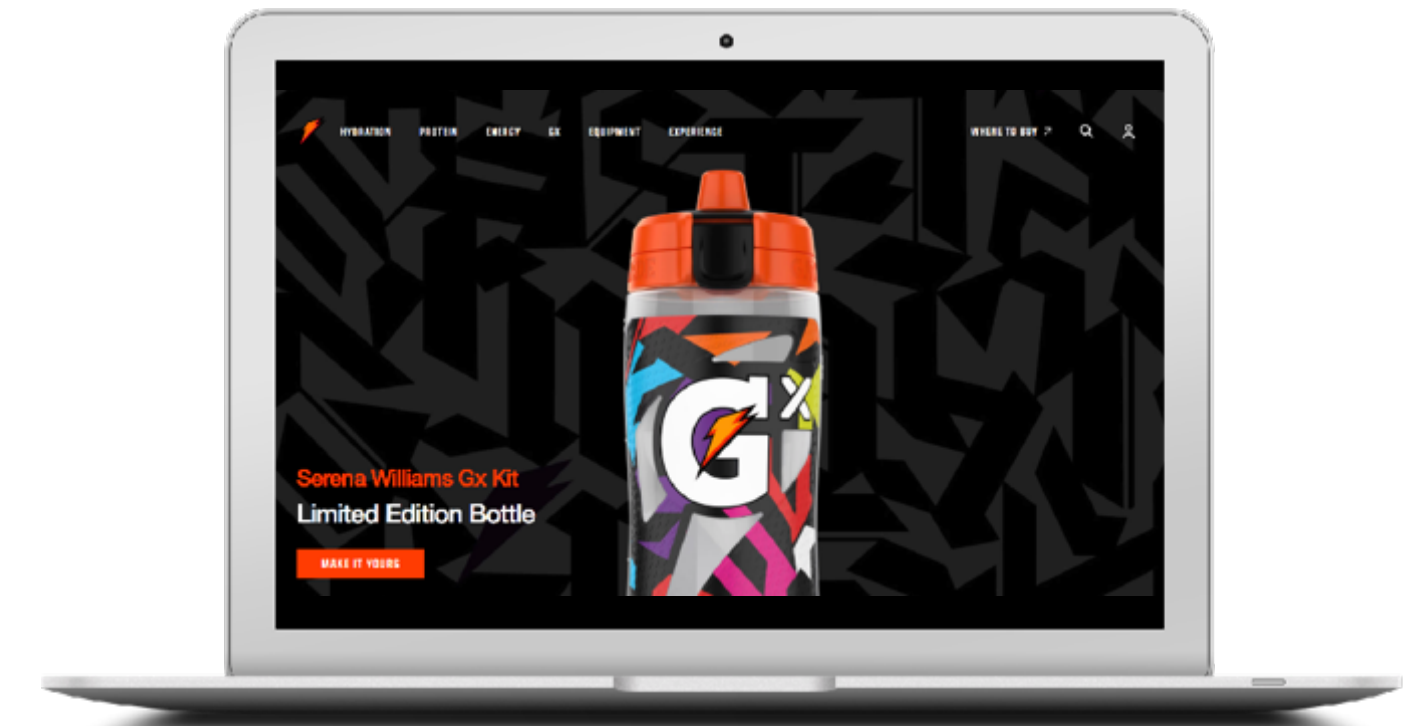
Gatorade

Gx

Gx is Gatorade's personalization platform and disrupted the legacy Gatorade playbook

I led Gx from the idea phase all the way into market, which took multiple years due to the fact that every aspect of the product and go-to-market strategy was new to the company (new formula, new package, new manufacturing process, new fulfillment, new channel, new economics)

I also managed our agency partner (Tether) on visual identity, package design and led a colab with Brand Jordan + Nike

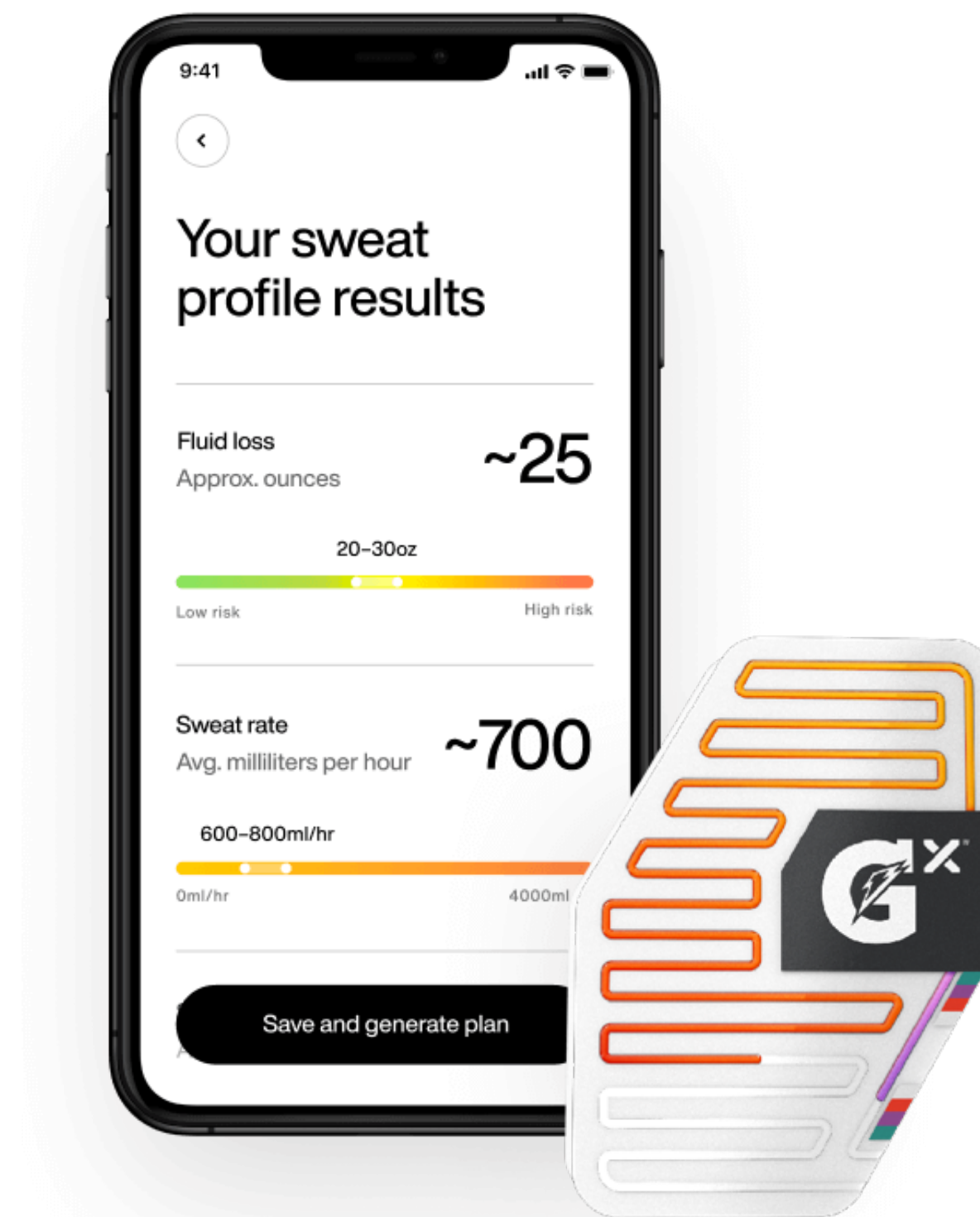


Gx Digital

The Gx sweat patch takes the practice of sweat testing and makes it available to everyday athletes while the Gx app democratizes sports science to provide nutrition recommendations before, during and after exercise

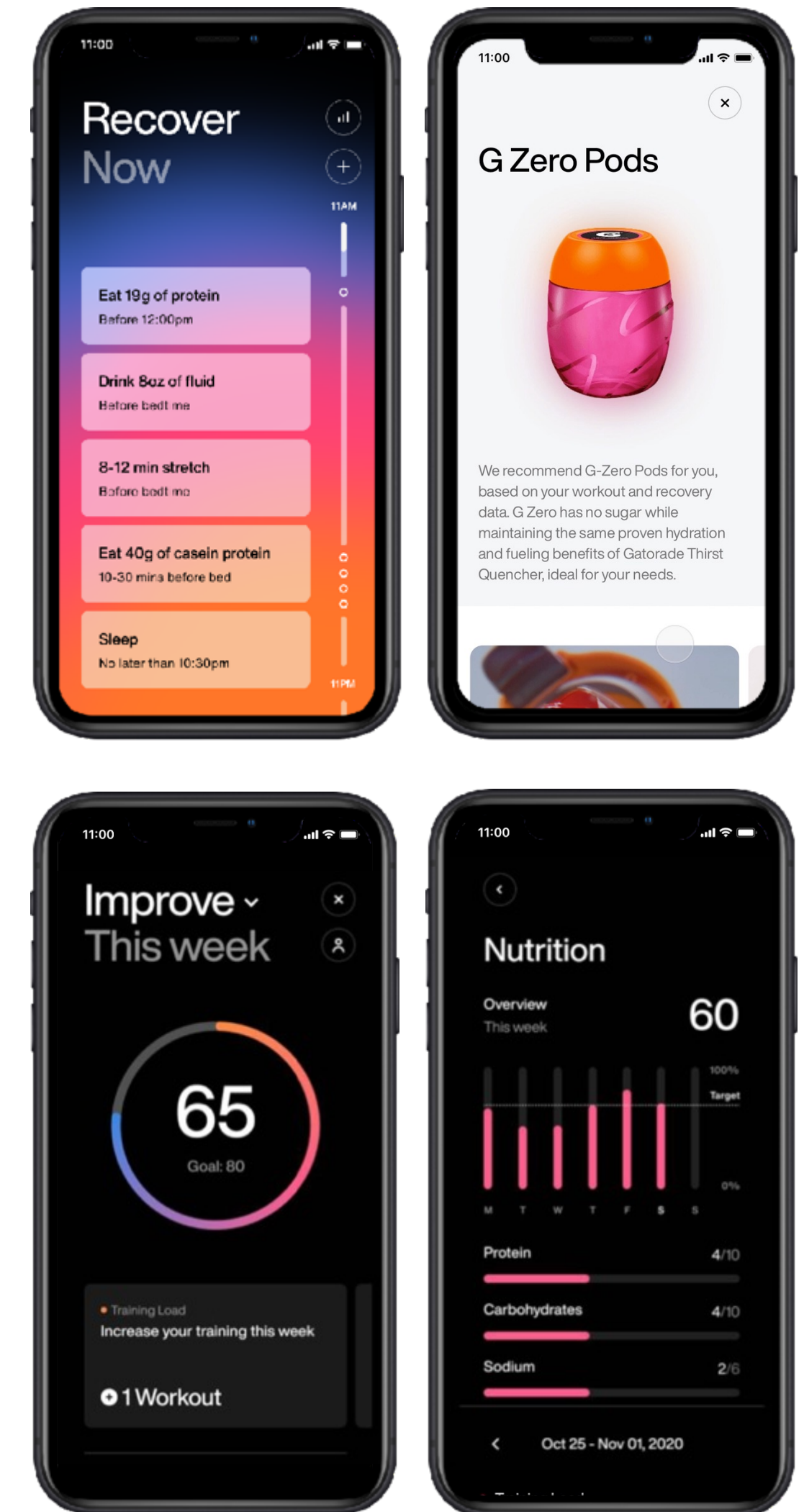
The most challenging and most rewarding of all the work I led at Gatorade requiring years of partnership, validation trials, regulatory testing, financial modeling and funding requests

I managed the project from start to finish, including our agency partner (Work & Co) on the technical and consumer experience (UI/UX) and our IP partner (Epicore) on development of the sweat patch



**2021 Finalist: Fast Company
Innovation by Design Award (Sports)**

2022 Winner: CES Innovation Award



02 **About Me**

About Me
Family

Family is #1

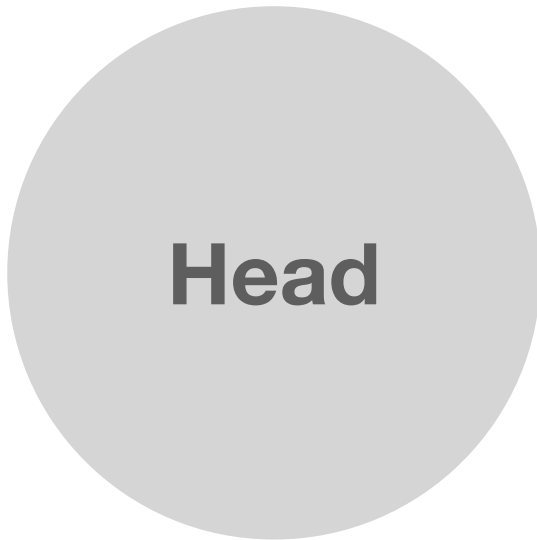
What matters most to me in life is my family - my wife Kristin, my daughter Maddie, my son Jack...and our dog Bo



4 ‘H’ Model

I developed this mental model early in my career to guide my approach to work and life

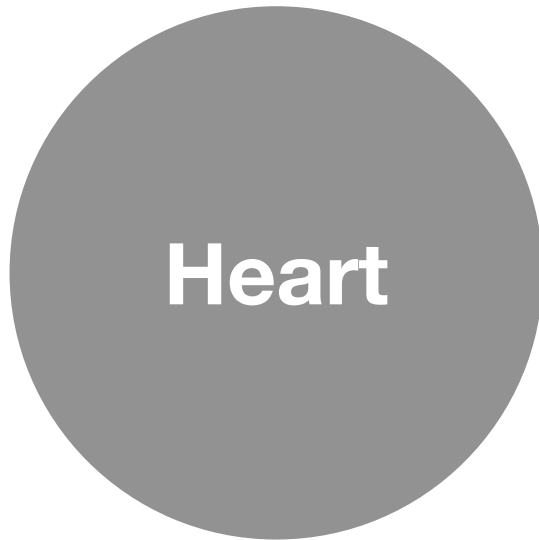
- Head
- Heart
- Honesty
- Humility



Head

Use It

Take time to think
Apply common sense



Heart

Have It

Passion, energy
Compassion



Honesty

Do It

Speak up
Do the right thing



Humility

Embrace It

Be humble
Serve others

About Me
Athlete Mindset

Forever athlete

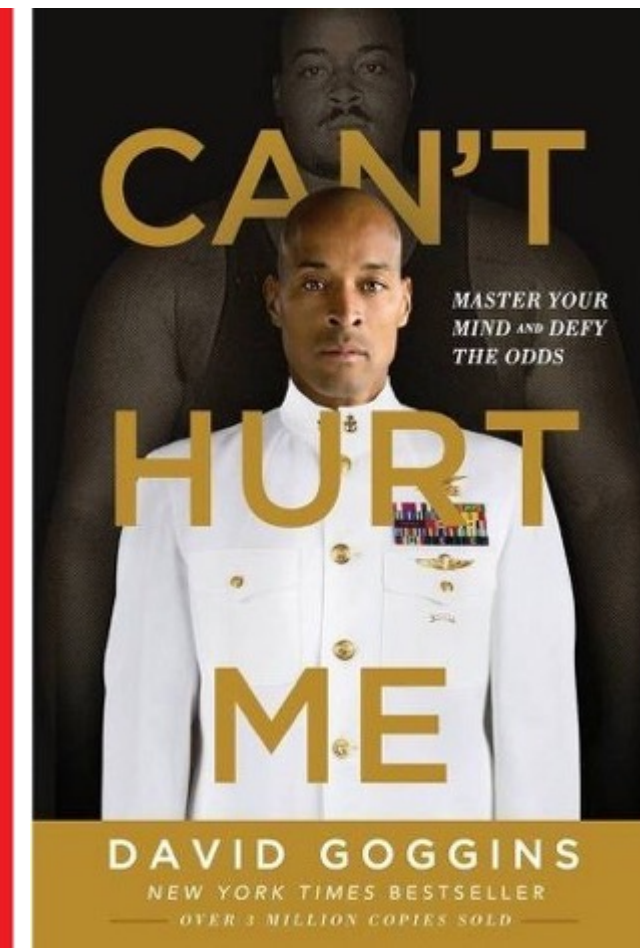
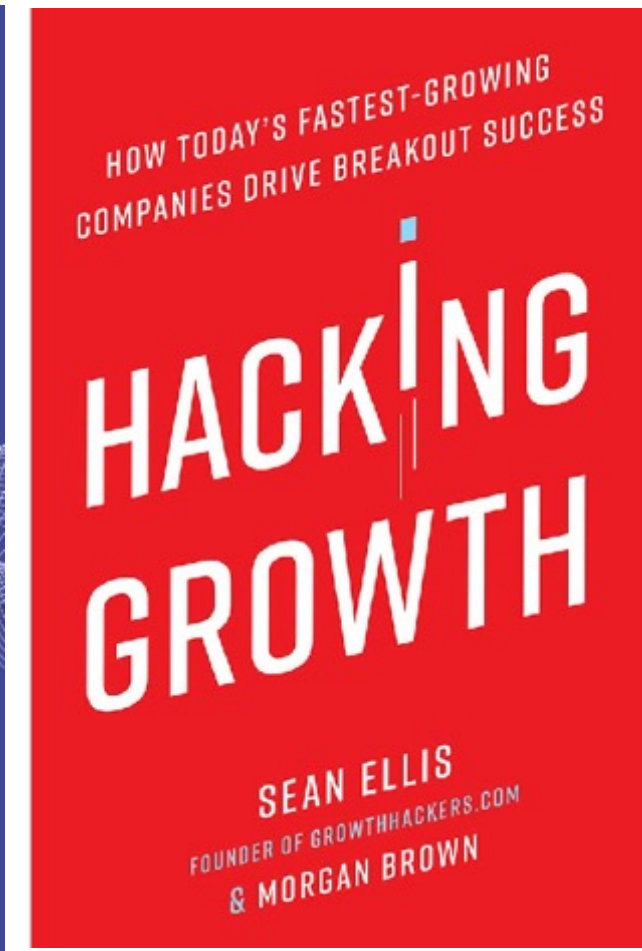
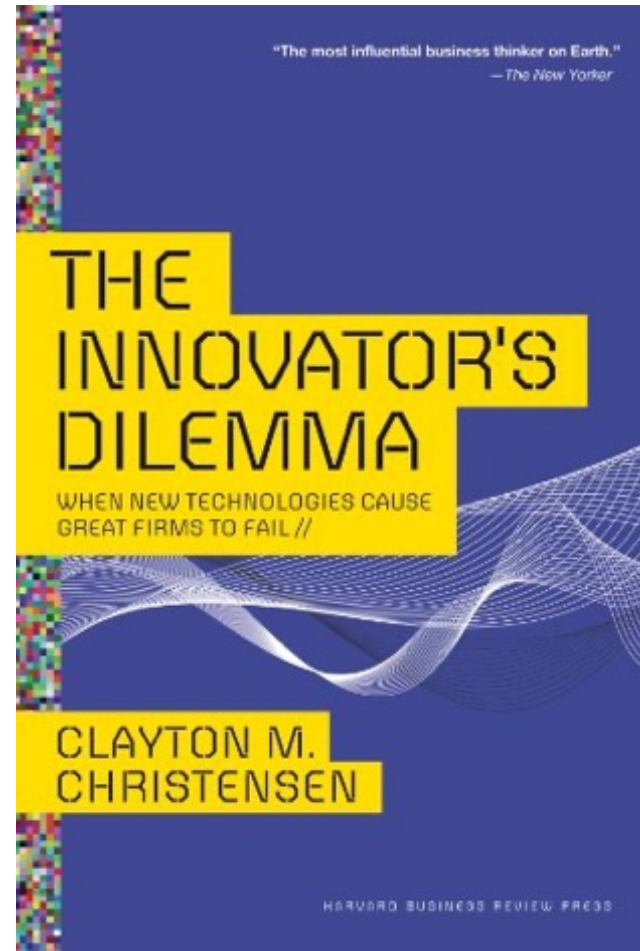
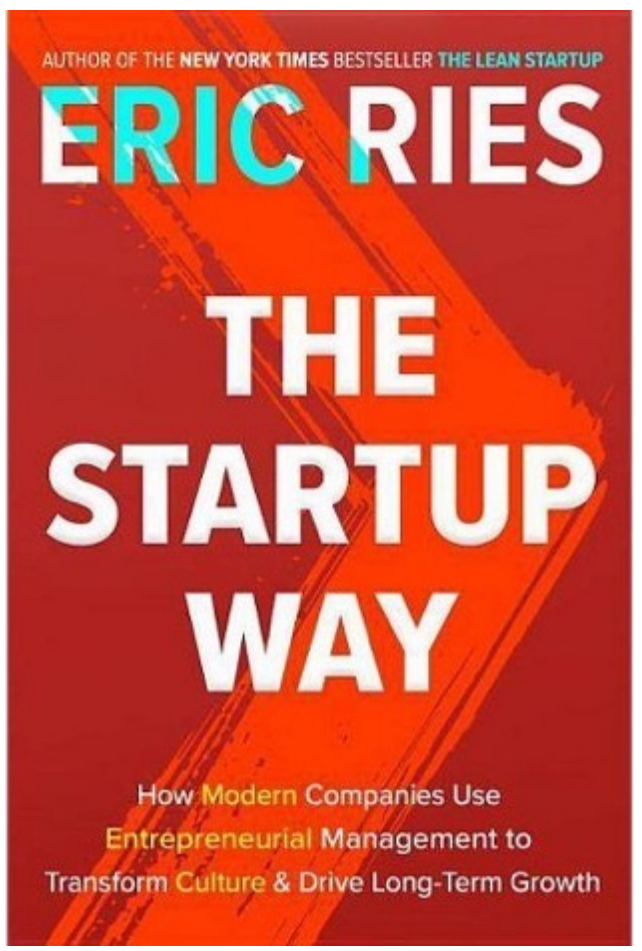
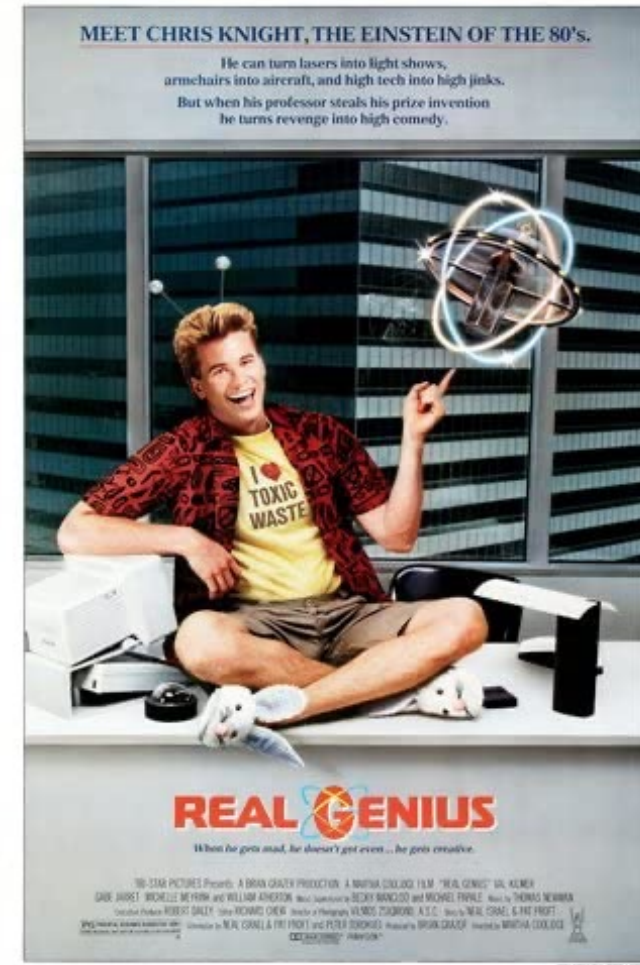
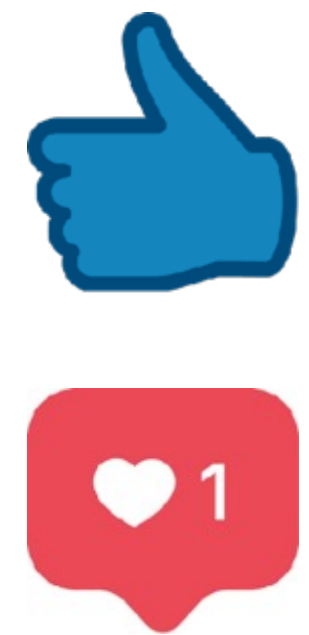
A lifelong athlete and fitness enthusiast, the values of hard work, dedication and teamwork are ingrained into my DNA

17 mile Imogene Pass Run in 2021 —————>



About Me
Interests

Likes
Loves
Favorites



Thank you
for your time and consideration

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