

Chris Hintermeister

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Summary

Executive leader with expertise and passion for innovation, brand marketing and strategy. Curious and creative yet highly analytical problem solver with proven ability to lead teams that drive business outcomes. Expertise: innovation management and commercialization, brand strategy and management, go-to-market execution, consumer research, partnership activation, agency management, digital product strategy.

Experience

Therabody, Inc. – Los Angeles (remote)

2022 – Present

Director, Product Marketing Devices

- Developed positioning, messaging and GTM strategy for five new products launching Q3 '22
- Directed 360° marketing plans and execution for Theragun across paid, social, influencer, sports marketing, PR, retail, and events
- Led first-ever consumer focused research study that resulted in creation of target consumer personas and key insights that informed product development pipeline

RecoveryForAthletes – Chicago, IL

2021 – 2022

Chief Customer Officer

- Developed corporate strategy and investor pitch that resulted in securing \$1MM in seed funding
- Increased AOV by 15% by creating customer personas and targeted paid acquisition strategy

Pepsico – Chicago, IL

2013 – 2021

Director, Gatorade Ecosystem Strategy & Digital Platforms | 2019 – 2021

- Developed and led business unit ecosystem strategy and secured \$12MM in corporate funding
- Oversaw development and commercialization of Gatorade's first ever digital product and new-to-the-world innovation, the Gx app and Gx Sweat Patch
- Led Gx Sweat Patch pilot activation at Ironman World Championship in Kona, HI and associated PR campaign that drove impressions, conversation and increased overall Gatorade brand equity
- Selected to participate in Pepsico leadership program based on high performance, consistent delivery of results and positive peer feedback

Senior Brand Manager, Gatorade Innovation | 2017 - 2019

- Led Gx brand and cross-functional teams to secure and grow retail distribution that delivered double-digit revenue growth
- Executed brand activations at NFL super bowl, NBA All-Star game and youth sports events that increased brand awareness and drove product trial with key demographic audiences
- Managed multiple agency and external partners to build out equipment and technology innovation strategy, roadmap and pipeline

Marketing Manager, Gatorade | 2015 - 2017

- Developed and launched the Gx brand which included a new squeeze bottle, new packaging form factor, new beverage manufacturing process, new fulfillment approach and new distribution channel
- Developed, piloted, and implemented a digital technology solution that was adopted by more than 50 professional and collegiate teams

Associate Manager, PepsiCo Innovation Portfolio Strategy | 2013 - 2015

- Managed innovation portfolio reporting across enterprise global beverages and developed analytical dashboards for PepsiCo executive leadership, including the CEO and Board of Directors
- Partnered with global markets to analyze and identify incremental innovation opportunities which improved stage gate efficiency and optimized research spending

Solera Holdings – Westlake, TX

2009 - 2013

Director of Professional Services, Audatex | 2012 - 2013

- Managed a 27-person business unit responsible for analytics, consulting, and implementation
- Analyzed market trends to co-create a five-year strategic product roadmap with a Top 10 insurer
- Developed field sales planning model that resulted in 30% increase in customer engagement

Product Manager, Explore | 2009 - 2012

- Led three direct reports and automotive product portfolio representing \$68MM in annual revenue
- Developed analytics product that grew to \$3.2MM in annual revenue with 90% EBDITA margin

Iconoculture (acquired by Gartner) – Minneapolis, MN

2005 - 2008

Product Marketing Manager | 2007 – 2008

- Led product marketing including SEO strategy and competitive intelligence
- Repositioned core product and launched new bundle that increased annual contract value by 15%

Manager of Lead Generation | 2005 - 2007

- Led four sales managers and defined vision for demand management strategy
- Implemented Salesforce.com and created new engagement method that led to a 140% year-over-year increase in business development sourced revenue

Ford Motor Company – Minneapolis, MN

2004 - 2005

Territory Sales Manager

- Managed corporate relationship with 13 dealers and provided retail sales and operations consulting
- Achieved national recognition in February 2005 for outstanding sales results and performance
- Promoted to field travel zone within 4 months, well ahead of company average of 14 months

Education

Carlson School of Management, University of Minnesota

2009 – 2012

- Master of Business Administration with Marketing & Strategy emphasis

University of Michigan

2000 – 2004

- Bachelor in General Studies with English, Political Science & film concentration

Other

Assistant Swim Coach

- Highland Park Aquatics Club | 2021

Masters Swimming

- Minnesota and Illinois multiple individual event state champion | 2009, 2016