

August 25, 2022

Hello, My name is Derek Daugherty. I am seeking roles in sales, marketing, and consumer insights. I have extensive experience in sales, account management, sales operations, sales strategy, marketing strategy, brand strategy, consumer insights, strategic insights, trade marketing, and shopper marketing . My passion is actionable insights that feed opportunities in sales, marketing, brands, product development, and corporate strategy. I have had the pleasure of leading domestic and global teams and departments. Much of my CPG work experience is working at Mars. Identifying insights to build sales and brands to help drive sales conversion in each channel is my core priority. Understanding the consumer and customer engagement is vital to understand the purchase funnel. I enjoy helping grow brands with consumers and customers through tactical and strategic executions. I can provide amazing references from retailers, trade industry, corporate leaders, and my former staff. Personally, I have a wife and family with 2 small children. I am ocean beach and ocean activities with my family. We participate in many charity events that support sustainability beaches and oceans. Thank you for your consideration. All the best

Derek Daugherty