

## Jean R. LEGROS

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### SENIOR MARKETING LEADER CPG Growth Driver

Global Marketing Growth driver in Fortune 500 and small companies, with track record of growing brands and delivering new products sales across multiple categories in the US, Europe & Asia. A passionate strategic thinker but also hands-on, organized, creative and challenger of the status quo, an inspirational leader, with high expertise from **Danone, Mentholatum, Mead Johnson (Enfamil), Daisy Brand LLC.**

#### EXPERTISE

- Consumer Healthcare (OTC Drugs, Skincare), Food & Bev (Dairy, Water, Nutritionals, Baking),
- P&L Full accountability
- Marketing Strategy, Marketing Plan, Equity Building, Demand Generation, New Products.
- Skills include: Insights, Market Research and Data (IRI, Nielsen, etc.), Marketing Strategy, Brand Management, Positioning, Pricing, Awareness and Demand Generation, Innovation / New Products from ideation to Launch, Shopper Marketing (Ibotta, News America, Catalina, Quotient)
- Traditional and Digital Marketing (SEO SEM Social Media, Ecom, Email) – Amazon, Instacart, Quotient, Promote IQ. Google Ad, Bing
- Entrepreneurial experience – autonomous, strong ability to evolve in fast paced, dynamic and lean organization – am agile, scrappy and resourceful with ability to coach and ‘get in the trenches’ to push projects through and deliver results.

#### PROFESSIONAL EXPERIENCE

**MARKETING CONTRACTOR (full time), Suwanee, GA** **Jul 2016 - Present**

**Interim VP Marketing & Innovation - Betty Crocker & Brands, Signature Brands LLC**

Strategic Planning, Marketing Plan – prior to company sold to PE Group

- Clarified Role and Strategy for both Betty Crocker and Cake Mate dessert decorating brands.
- Refreshed Betty Crocker brand image (sold it into General Mills).
- SKU Rationalization, New Products Candle / Sprinkles. MAPS adjustments.

**Daisy LLC (Sour Cream, Cottage Cheese)**

- Marketing Plan Implementation (Media, Consumer Promotion, Shopper Marketing, eCom)
- Led Daisy to grow 18% in 2020 and gain #1 Cottage Cheese Brand in the United States.
- Assisted in launch of New Single Serve Daisy Cottage Cheese with fruit

**Darigold (Milk, Shelf Stable Milk, Butter, Cheese, Creams, etc.)**

- Brand activation – Ecommerce (Instacart, 8451 / Promote IQ, Quotient), Shopper Marketing, Social Media Strategy. Doubled Ecommerce revenues across multiple platforms.

**THE MENTHOLATUM COMPANY, Orchard Park, NY**

**Oct 2011 - Feb 2016**

*A \$60 million sales Health and Wellness company, subsidiary of Rohto Pharmaceuticals, Japan*

**VP of Marketing & Sales**

*May 2013 – Feb 2016*

**Senior Director of Marketing**

*Oct 2011 - May 2013*

Head of Marketing for this OTC drug / Skincare business across 7 different categories, with brands such as **Oxy**® acne medications, Softlips® lip balm, Rohto® eye drops, Mentholatum® ointment chest rub / topical analgesic, **pHisoderm**®, **Hada Labo Tokyo**® facial skincare line, and Private Labels

- Led company to highest net sales since 2011 (2014 = +13% vs. py) via rebuilding of foundation, improving financials and investment.
- Successfully introduced Rohto Cool Max / developed TV/Digital lifestyle campaign with 35% consumption gains and now fastest growing eye drop in the US.
- Launched Softlips Cube Lip Balm – elected Product of the Year – and with 85% ACV.

**BUTTERCUP CREAMERY**, Orchard Park, NY

**Jan 2010 - Oct 2011**

**Entrepreneur** – organic yogurt. Developed concept, product, mix, business plan and partner search for organic yogurt company.

**Group DANONE**

**Mar 2000 - June 2009**

**DANONE WATERS OF JAPAN, Ltd**, Tokyo, Japan

*Aug 2007 - June 2009*

**Director of New Products / Marketing**

Led expansion of Volvic®, Evian® and new functional beverages in Japan by developing specific new products executed via local Joint Venture partner distributors. Member of Executive Committee and reported to General Manager. 2 Direct Reports.

- Established new products vision, strategy and pipeline for next three years
- Successfully launched Volvic “Fruit Kiss”, line of flavored water delivering \$85M of sales in 2008

**DANONE WATERS OF NORTH AMERICA**, White Plains, NY

*Aug 2005 - Jul 2007*

**Director of Business Development**

Established new functional beverage business unit to develop and launch new value-added beverages. Reporting into Evian North America CEO.

Led creation of Light n’ Fit Enhanced Water and led to test market at WalMart, Hannaford

**THE DANNON COMPANY**, White Plains, NY

*Mar 2000 - July 2005*

**Senior Brand Manager** *Danimals® Kids Yogurt, DanActive® (also known as Actimel® in Europe).*

- Launched Dannon® Danimals® Drinkable Yogurt leading the brand to \$120M of Sales in 2 years
- Delivered 8 % market share in test market which led to regional expansion

**MEAD JOHNSONS NUTRITIONALS**, Evansville, IN

*Jun 1997 – Feb 2000*

**Brand Manager, US Marketing and Global New Business Development**

- Developed and launched Enfamil Enriched Cereals and *EnfaGrow*® toddler foods.
- Managed Pediatric Vitamins Poly-Visol and Poly-ViFlor

## **EDUCATION**

Master of Business Administration, The University of Georgia  
Bachelor of Business Administration, Université de Lyon, France