

# JESSICA J. FARRAR, MEM, LEED GREEN ASSOCIATE

[LinkedIn](#) | (312) 848-1222 | [jessicajfarrar@hotmail.com](mailto:jessicajfarrar@hotmail.com)

## COMMERCIALIZATION AND REGULATORY MANAGER

PRODUCT AND PROJECT MANAGEMENT | PROCESS OPTIMIZATION | LEGAL AND REGULATORY COMPLIANCE

Highly effective manager with more than a decade of success driving organizational strength and profitability through superior commercialization and regulatory expertise in diverse industries. In-depth experience spearheading high-performance project teams, formulating and implementing tactical product initiatives, ensuring legal and regulatory compliance, identifying and capitalizing on opportunities for process improvements that enhance organizational productivity. Recognized for developing product innovation strategies that drive revenue growth, build brand trust and loyalty for high-visibility National and Private Label Brands. High energy, self-motivated achiever acknowledged for energizing co-workers, clients and corporate colleagues.

## PROFESSIONAL EXPERIENCE

### STORCK USA, L.P. 2014-Present

The US division of a leading global consumer goods company with 21 international subsidiaries, 7,000 employees, three manufacturing factories, two logistic centers and brands distributed in 100 countries.

#### COMMERCIALIZATION AND NORTH AMERICAN REGULATORY MANAGER – NATIONAL AND PRIVATE LABEL BRANDS 2022-Present

Selected by senior leadership to assume expanded role, directing legal and regulatory compliance efforts for National Brands, in addition to Private Label Brands, while also maintaining responsibility for high-priority client accounts.

- **Directly responsible for increasing Private Label business from \$23M to \$45M in sales** by spearheading product commercialization process.
- **Ensure full compliance with legal and regulatory requirements, consistent presentation of brand image, transparency and consumer trust** for new products throughout North America.
- **Facilitate consistent decision-making, brand trust, risk mitigation and packaging confidence** by developing long-term compliance strategy for all brands.
- **Engineered substantial annual cost savings and catapulted client satisfaction** by leading major warehouse transition initiative that boosted efficiency of domestic client distribution center transportation and introduced greater diversification of inventory.

#### AREAS OF EXPERTISE

- Product Commercialization
- Product and Project Management
- Legal and Regulatory Compliance
- New Product Development
- Process Optimization
- Product Launches
- Supply Chain Management
- Forecasting
- Performance/Metrics
- Warehouse Operations

#### RELATIONSHIP MANAGER – LEGAL AND REGULATORY COMPLIANCE, PRODUCT AND PROJECT MANAGEMENT 2018-2022

Ensure successful and efficient Private Label Brand product launches including forecasting, pricing, compliance, artwork, post-launch performance evaluations and client satisfaction.

- **Boosted quality, product launch efficiency and long-term commercialization strategy** by formulating new product innovation process, introducing vital standardization from initial concept to post-launch performance evaluations.
- **Improved time-to-market by more than 10%** by streamlining commercialization timelines and milestones and holding teams accountable to commitments.
- **Significantly increased collaboration, communication and creativity** by managing cross-functional project teams in the development and execution of product innovation.

## **ASSOCIATE RELATIONSHIP MANAGER - LEGAL AND REGULATORY COMPLIANCE, PRODUCT AND PROJECT MANAGEMENT** 2016-2018

Integral to assuring client approval and satisfaction through effective product launches as well as legal and regulatory compliance for Private Label Brands.

- **Promoted consistency and standardization while mitigating legal and regulatory risks** by developing new legal and regulatory compliance framework and review process for National and Private Label Brand products.
- **Ensured full compliance with FDA regulations for 100+ SKUs** by managing all Private Label Brand legal and regulatory compliance assessments and by directing artwork development process to assure compliant and marketable packaging.
- **Increased efficiency and improved transparency** by eliminating manual reporting and launching automated reporting both internally and with third-party warehouse partners.

## **RELATIONSHIP SPECIALIST – WAREHOUSE OPERATIONS, INVENTORY MANAGEMENT, CUSTOMER SERVICE, FORECASTING** 2014-2016

Ensure best-in-class service for all client accounts by: leading warehouse operations including inventory, inbound and outbound; minimizing excess costs; and increasing operating efficiencies.

- **Exceeded client's 95% KPI baseline of fulfilled and on-time orders** through exemplary supply and demand forecasts, inventory management and implementation of continual process improvements.
- **Achieved  $\geq 85\%$  forecast accuracy** by forecasting product supply and demand through strategic analysis of historical shipment and product performance trends.
- **Decreased product destruction costs by more than \$500K and maximized sales and profitability** by performing comprehensive evaluation and item lifecycle management for seasonal, promotional and end-of-life core products.
- **Continually increased product sales by 5%-25%** through the development of real-time product audits to optimize flavor mixes and tray configurations.

## **HAVI GLOBAL SOLUTIONS** 2011-2014

The global, privately-owned company that innovates, optimizes and manages the supply chains of many of the world's most iconic leading brands.

### **SUSTAINABILITY MANAGER** 2012-2014

Led the global sustainable fiber sourcing program, increasing certified fiber in consumer packaging by more than 15%. Ensured compliance with standards and annual audit success through focused management of ISO 14001 Sustainable Packaging Management System. Identified environmental impacts of packaging and formulated solutions for risks, leading to innovative, sustainable packaging designs and materials. Improved suppliers' environmental metrics by overseeing client environmental scorecard, promoting suppliers' continual improvement with zero-waste, water intensity, energy intensity, carbon footprint and EMS.

### **GLOBAL SUSTAINABILITY PROJECT MANAGER** 2011-2012

Served as tactical lead for Recycling and Waste Services (RWS) program, deploying programs within 130 McDonald's restaurants that increased waste diversion by more than 30% and provided net savings of \$110K annually. Developed and implemented RWS' first organics collection program, paving the way for program to be rolled out in McDonald's restaurants nationwide.

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## EDUCATION

### **MASTERS OF ENVIRONMENTAL MANAGEMENT**

University of New Brunswick – Fredericton, Canada 2010

### **BACHELOR OF ARTS**

University of Wisconsin – Whitewater 2007

### **PROGRAM PARTICIPANT**

Wildlife Management Program, University of Pretoria, South Africa 2007