

Marcelle Lacy

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Marketing Leader

Brand Builder | Marketing Strategist | Innovation Lead | Team Lead | Portfolio Management | Market Research

Professional History

Community Coffee

May 2021 - Present

Marketing Director

Lead the Community Coffee Brand Portfolio Lifecycle Management and Innovation process for total company. Also lead Paid Media team and Agencies, Shopper Marketing and Research & Insights.

- Manage, lead, and develop team of up to 17 when fully staffed. The team has several open positions that I am actively recruiting for.
- Refinement of Brand guidelines; including Brand house, purpose/mission and look/tone/feel to enhance the brand positioning allowing for creative storytelling via integrated marketing and providing the north star for innovation direction.
- Lead all custom research projects to include product concept testing, CLT testing, graphics/packaging testing and formalized AA&U for the coffee category and RTD coffee category.
- Development, implementation, and commercialization of a formal Stages & Gates process for innovation in collaboration with IT, CI and Project Management.
- Development of a long-term pipeline of innovation on the GSD (Grocery Services Division - retail) and CSD (Coffee Service Division – food service+), 1-3+ years out based on industry/category trends and consumer insights.
- Leading a cross-functional team to work on a SKU rationalization. Development of strategic pathway to eliminate up ~260 SKUs of +600 in system and maintain current gross revenue goals.
- Successfully launched 4 new products and re-launched 1 new product into the marketplace. All are currently hitting goals.

Louisiana Pacific

July 2018 – May 2021

Senior Brand Manager, Corporate Marketing

Lead the initiative to rebrand the LP Building Products company as well as develop and execute a marketing strategy for the OSB/EWP side of the LP business to drive efficiencies and sales with a \$6MM budget.

- Developed and launched new Company Brand – “LP Building Solutions” in conjunction with new Brand Purpose and manifesto. Sold into Leadership team developed marketing plans for external execution.
- Developed new brand strategy and communication plan for “LP Structural Solutions” to drive efficiencies in marketing spend, increase value-added sales vs commodity, and leverage LP brand halo.
- Lead annual planning for LP Structural Solutions to include go-to-market strategy, all marketing tactics, and channels – earned, owned and paid media.
- Development and implementation of Marketing Automation platform. (Pardot)
- Exceeded sales goals in a down year (based on housing starts) for the first time ever in Q1/Q2 2019
- 3X LBM Journal Advertising Excellence awards and Telly Award winner for 2019
- Effectively lead, coached and mentored employees and agency partners.

The Coca-Cola Company

April 2010 – June 2018

Brand Director, McCafé, January 2017 – June 2018

Spearhead the development and marketing of the new McCafé Ready to Drink (bottled) Coffee Beverages.

- Led the innovation process for McCafé RTD beverages to launch in April 2018 including formulation development, bottle development, manufacturing processes, brand proposition, graphics creation, and full marketing and communications plan development aligning all with target consumer.
- Developed and championed innovation pipeline development for McCafé products through 2021+.
- Collaborated and lead cross functional teams including research and development (R&D), packaging engineering, graphics and print production, commercialization, and several agencies.
- Managed launch activities into all major retail channels (Food, Drug, Mass) and e-commerce.

Senior Brand Manager, Gold Peak Brewed Coffee & Tea, August 2013 – January 2017

Drove innovation, strategy development, provided category leadership and marketing planning efforts for Gold Peak Brewed/RTD Coffee and Tea on the Food Service/On Premise and Retail business units.

- Led the strategic re-branding of Georgia Coffee to Gold Peak Coffee, launched in March 2014 gaining approximately 1,000 new accounts in 12 Market Units in the Food Service/On Premise business.
- Provided Brand Strategy and category leadership to all Food Service/On Premise and Retail accounts aiding with the sell in of brewed Gold Peak Coffee and Tea.
- Championed innovation for Gold Peak Coffee and Tea in collaboration with a cross functional team to successfully launch new flavors and RTD coffee and tea in retail.
- Management of training of 1 ABM as well as 1 intern.
- Winner of 2017 “Convenience Store News” Best New Product (Packaged Beverages, RTD Tea) – Gold Peak Tea Lattes – Chai and Vanilla Chai.

Senior Shopper Marketing Manager, Kroger & Publix Accounts, April 2010 – August 2013

Developed and executed strategic shopper marketing programs based on insights that address shopper needs along the entire path to purchase with a \$4-7M budget and in collaboration with the Sales team.

- Grew vitaminwater brand volume by 75% and secured 52 weeks of merchandising with the creation and execution of “BIC” Carrie Underwood shopper program at Kroger. Managed all aspects of program.
- Development and execution of the Publix Youth Soccer program. Expanded to a company-wide program with 1,040 store participation. Program delivered \$3.7MM in revenue for Publix, +64% in sales (\$1.4MM) for Coke and grew units by 44%.
- Created and launched a full 12-month calendar of “Coke with meals” pillar program (Deli activation) at Publix. Results included an over 5% increase for DB (more than 17,500 Gallons), 50K coupons redeemed, an approximate 11% lift in sales on both DB programs, and over 175K coupons redeemed on bottle/can in 6 months which drove merchandising and proven success to build 2012 plans.
- Exceeded Goals: Publix 2011: volume +1.6% over plan, Net Rev. 3.2% over plan, GP increased 1.8% over plan and OI on plan, SSD EQ share +1.1, and a Total Beverage EQ Share increase of 0.8.

Kimberly Clark Corporation, Walmart Team**June 2007 – April 2010**

Shopper Marketing Manager, Baby and Child Care & Family Care

Georgia Pacific Corporation, Consumer Packaged Goods Division**November 2000 - June 2007**

Trade Marketing Manager

Brand Manager & Innovation, Towel, Tissue and Napkins Branded and Private Label

Sr. Associate Brand Manager, Towel, Tissue, Napkin

Education

Master of Business Administration (MBA), Webster University

Bachelors of Consumer Science, Merchandising with emphasis in Marketing, The University of Georgia