

Jonathan V. Cannizzo

27W452 Waterford Dr, Winfield, IL 60190

Phone: 630-212-5784 | Email: jcannizzo18@yahoo.com

Employment

Glanbia Performance Nutrition

Senior Brand Manager- Optimum Nutrition

July 2021- Present

- Responsible for the development of long-term and annual Brand plans/strategy, budget and P&L delivering \$0.5Bn in revenue and growing at a +8% CAGR since 2019
- Inform, develop and deliver a roadmap that supports business goals in terms of product marketing and pillar activation
- Developed strategic marketing initiatives to help penetrate new segments and occasions and increase HH Penetration 120 bps vs PY
- Manage and evolve Brand positioning and messaging to help drive greater mental availability while increasing market share 330 bps vs PY

Brand Manager- Optimum Nutrition

March 2019- July 2021

- Responsible for the planning, development and management of the team that establishes and grows the Brand presence in the market. Brand responsible for \$0.5Bn in revenue annually and growing at 8% CAGR
- Oversee and lead the launch and development of white-space innovation into the market, which accounted for 21% of product groups revenue since 2019
- Created product positioning and messaging to differentiate products in the market and expand visibility
- Analyze sales forecasts, relevant financials and reporting on product sales

Customer Marketing Manager

May 2018- March 2019

- Responsible for the planning, execution and activation of core brands in Brick and Mortar
- Lead projects for white-space exclusive innovation launches at key customers
- Work closely with marketing and sales to ensure a coordinated approach to product and campaign activation at key customers
- Lead cross-functional teams in the development of new activation programs at key customers

Ortho Molecular Products

July 2015- May 2018

Brand Manager

- Responsible for the planning, development and strategies to establish and grow the brand presence in the market which grew by 20% YOY
- Oversee and lead the launch and development of the organizations most successful white-space innovation into the market and accounted for 10% of total net rev
- Lead cross functional teams through the development and creation of marketing strategies and collateral
- Analyze sales forecasts, relevant financials and reporting on product sales
- Investigate and understand customer segmentation for industry trends and sales data
- Competitor and customer insight analysis

Cenegenics Chicago

May 2013-August 2015

Nutrition and Exercise counselor, Head of Nutrition and Exercise Research

- Used labs and testing data to prescribe specific diet and exercise programs for each patient
- Counseled patients through program and made any necessary changes based off health status
- Monthly, companywide, presentations over current topics related to diet, exercise, and disease
- For position, top sales associate in company for Health Evaluations

Northeastern Illinois University

October 2011 – May 2013

Graduate Assistant

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- Research writing in human disease prevention specifically cancer, nutrition and exercise
 - Title of book: *Diet, Exercise and Chronic Disease: The Biological Basis Behind Prevention, Chapter 6: Cancer*
- Present lectures for the graduate level health prescription and prevention class over VO2, finger stick screening, EKG, SPSS etc.

Advocate Health Care

June 2011 – May 2013

Fitness Specialist

- Conduct and use epidemiological research statistics to implement and run wellness programs for clinical populations (Alzheimer's, cardiac, diabetes, cancer, special need, COPD, etc.)
- Conducted various exercise tests (VO2, EKG, etc.) for healthy and special populations

Education

Northeastern Illinois University

Degree: Master of Science (Exercise Science/Nutrition- Cell Biology)

Overall GPA: 4.0

Graduated- Fall 2013

University of Central Oklahoma

Degree: Bachelor of Science (Kinesiology - Fitness and Wellness Management)

Overall GPA: 3.6 / President's Honor Roll: 3 semesters

Graduated - Spring 2011