

PROFILE

Results-driven, senior level Marketing Executive with a passion for aligning brand strategy and thinking critically to solve today's business problems. Diverse experience in competitive industries and a proven record of achievement in leading organizations to significant growth through developing creative ideas to elevate an organization and its brand. An innovator combining imagination, foresight, and growth marketing approaches to win market share. *Strengths include:*

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|--|----------------------------------|-------------------------------|
| • Targeted Integrated Marketing Strategies | • Digital/Social Media Marketing | • Brand Strategy & Management |
| • Multi-Platform/Multi-Market Campaigns | • Strategic Content Planning | • Launch/Re-Launch of Brands |
| • Team Building, Mentoring, Coaching | • P&L/Budget Management | • PR Strategy & Execution |
| • Agency & Vendor Relationships | • Sustainability Initiatives | • Market Research & Analysis |
| • Creative Services Management | • Advertising & Media Planning | • E-Commerce/Web Marketing |

PROFESSIONAL EXPERIENCE

WORLD CENTRIC

2017-2022

Vice President of Marketing

Key member of the executive team accountable for participating in setting corporate strategy and determining the appropriate brand asset management strategies to achieve corporate goals and objectives including increased market share in North America and Japan. Accountable for all functional aspects of marketing encompassing integrated marketing plans, brand management, communications, advertising, PR, retail CPG packaging and promotion, new product development, social media, digital commerce, and creative services. Held additional responsibility for the company's sustainability efforts and initiatives. Provided leadership for the marketing team and external agencies while encouraging a collaborative work environment. Worked within an extremely tight \$1MM budget and reported directly to the CEO.

Select Accomplishments

- Marketing strategies and plans contributed to sales growth from mid-8 figures in 2017 to low 9-figures in 2021 attaining 16% sales growth in 2021, 8% sales growth in 2020 despite the pandemic, 52% sales growth in 2019 and 27% growth in 2017 and 2018.
- PR and growth marketing plans resulted in over 1.5 billion unique content views and over \$158MM ad equivalency in 2021.
- Instrumental in new product innovations, including the Leaf and Leaf+ PFAs free solutions to oil resistance, No-Tree alternative paper coffee cups and folded container products, and a patented touchless plant-based plastic Cutlery Dispenser.
- New retail marketing and CPG packaging resulted in national presence in major US and Canadian retailers, including Walmart, Target, Whole Foods, Sprouts, and Loblaws.

Senior Leadership Engagement

- Developed new company branding, positioning and packaging with stronger messaging, trade engagement and shelf impact for increased consumer awareness and trial.
- Orchestrated a new public relations strategy and agency in support of product launches at the Natural Products Expo West, International Pizza Expo, IDDBA, and the National Restaurant Association Show.
- Oversaw the development of all marketing strategy, programs, and assets, from annual plans and a five-year marketing strategy to marketing materials and sales presentations, in support of channel-specific trade and consumer marketing outreach.

Key Sustainability Initiatives

- Hired and mentored a high performing team and championed the rebuilding of a robust marketing program and improved sustainability efforts.
- Oversaw sustainability programs, involving an expert zero waste manager and outside consultants, to improve materials assessments, reduce carbon impacts and provide more accurate life cycle assessment audits.
- Assessed products and determined composability, as well as published white papers and wrote legislation to ban plastics.

CLINE CELLARS INC.

2015-2016

Vice President of Marketing

Proactively recruited to lead all brand strategy, marketing plans and programs for one of the leading sustainably produced portfolios of internationally distributed CPG wine brands, including key brands such as Cline Family Cellars, Cashmere, Jacuzzi Family Vineyards, Olinas, Casadei and Castello del Trebbio. Directed a staff of five, created a culture of collaboration, conducted performance evaluations and succession planning, and managed the departmental budget. (*Continued page 2*)

PROFESSIONAL EXPERIENCE

CLINE CELLARS INC. *(Continued)*

Select Accomplishments

- Reduced department spending by over \$330K while increasing the number of marketing programs supporting new product rollouts and placements in key national retail accounts such as Publix, Kroger and Albertsons.
- Contributed to an increase of 9% in operating profit, 17% increase in product depletions, and double digit increase in business with major North America grocery chains over two years.
- Doubled the output in the number of marketing projects while improving budget reporting efficiencies.

Senior Leadership Engagement

- Planned and collaborated on new product development, from research to CPG packaging, promotion, PR and launch support, of three new products including Cashmere Black Magic, Jacuzzi Prosecco and San Francisco Giant's Pinot Gris.
- Maintained oversight of all content creation for key brands, with particular investment in national retail promotions, new brand web sites, and social media influencer campaigns and contests spanning multiple platforms.
- Championed the development of a wide range of written communications including sales presentations, press releases, brand copy, and tasting notes.
- Worked cross-functionally with the general manager and senior sales managers to ensure consistency in messaging, voice, tone, content, and aesthetics for consumer-facing marketing and PR campaigns.
- Sourced and directed outside print, promotions, coupon redemption, and event resources.

CRITERIUM

2010-2015

Marketing Executive/Consultant

Advised clients on business and brand strategy, while planning and implementing marketing, PR, product development, direct-to-consumer, and digital marketing programs.

Select Engagements

- *Organic Humboldt Creamery*: Relaunched the organic dairy division of Foster Farms, with new brand positioning, marketing strategy, retail consumer packaging, website, social media content, marketing collateral, brand video, PR, retail CPG packaging and promotions, events, and partner marketing programs with brands such as Equator Coffees and Guittard Chocolates.
- *Fair Trade USA*: Significantly increased consumer awareness of the group's certification mark with coffee, chocolate, and other product categories, while supporting corporate partner retention and acceptance of their advocacy during a challenging transition through new digital marketing, media communications, crisis management and digital media strategies.
- *Direct Commerce*: Developed branding and marketing for a B2B financial automation company that resulted in them closing over \$25MM in new business with Hearst Corporation, Memorial Hermann and Merck, including market research, a new brand strategy, updated identity, web site redesign, trade show materials, videos, webinars, PR, sales presentations and copywriting.
- *Ooma & Nest*: Marketing to support a joint product launch, including a new trade show booth and sales materials, videos, web site redesign, retail promotions and displays, webinars, banner ads and copywriting.

J VINEYARDS & WINERY

2006-2010

Vice President of Marketing

Proactively recruited to provide oversight of all branding, marketing, PR, creative services, and social media operations for a leading consumer packaged goods wine brand. Held full P&L responsibility for all direct sales channels, including hospitality, kitchen, e-commerce, and wine club staff. Directed 6 direct reports while providing leadership, motivation, and mentoring.

- Produced and directed a multi-year brand strategy that helped increase revenues 208% over four years.
- Marketing strategies and plans contributed to YOY 8% sales dollars and case growth despite challenging circumstances of the economic downturn.
- Collaborated with finance, sales and operations on strategic planning in sync with overall business goals.
- Developed all PR communications including press releases, media outreach programs, samplings, and events to key national and regional trade wine media.
- Planned and oversaw creation of marketing and CPG retail packaging for new products and brand extensions for brands such as J Cuvée 20 Brut NV, J Vineyards Brut Rose NV, J Late Disgorged Vintage Brut, and the relaunch of the varietal still wine program.
- Acted as spokesperson for the brand during all major media presentations and sales events.

PROFESSIONAL EXPERIENCE

PYLO CLOTHING COMPANY

2005-2006

Director of Marketing

Proactively recruited to assist with the startup of a clothing manufacturing company and launch of their product line.

- Led the launch of a premium apparel brand from a major supplier to Levi's and True Religion.
- Defined, managed and executed innovative marketing, sales, and business development campaigns that directly resulted in rapid and profitable revenue growth.
- Orchestrated research and strategy, budgeting, brand positioning, identity, and naming.
- Ensured integration of all marketing programs were aligned with company's mission and values.

ALLIED DOMECQ USA

2004-2005

Brand Director

Managed all business, functional and creative elements for three internationally distributed brands (Mumm, William Hill, Atlas Peak) including brand vision, planning, creative direction, pricing, merchandising, CPG retail packaging, advertising, promotions, PR, web development, print supervision, P&L and budgets.

- Achieved 30% growth for two years using multi-channel programs focused on the brand essence of Napa lifestyle and quality.
- Created and executed break-through marketing strategies and best-in-class brand strategies that shaped client attitudes toward products or services that created customer loyalty.
- Consistently accomplished objectives within set/approved budgets and timelines.

EDUCATION

Bachelor of Science Degree in Marketing and Industrial Design

University of California, Davis

TECHNICAL SKILLS

Microsoft Office (Word, PowerPoint, Excel, Outlook, Teams), Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat), Google Suite (Docs, Slides, Sheets), Netsuite, Salesforce, Hubspot, Cision, Mailchimp, Active Campaign, Modx, Wordpress, Weebly, and basic HTML coding