

# TAYLOR M. BETTES

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## CAREER PROFILE

Experienced cross-functional leader within CPG and a passion for innovating to solve consumer problems. Adept at leveraging data driven consumer insights to craft strategic roadmaps with a proven track record of inspiring cross-functional teams to turn strategy into execution. Demonstrated achievement in launching consumer products and working across many stages of product development. Recognized for being an adaptable, relationships driven leader with the ability to influence across all levels of the organization.

## EXPERIENCE

2022-Present | **Munchkin Inc.**

**Brand Manager – Diapering, Infant Health & Safety Categories**

**March 2022-Present**

- Leading global go-to-market launch strategy and campaign messaging on new sub-brand into new categories
- Developing \$70MM diapering category global strategy across innovation, renovation and margin management
- Partnered with x-functional team to identify close-in innovation ideas; presented to executive leadership team

2015 - 2022 | **General Mills Inc.**

**Sr. Associate Brand Manager, Nature Valley - Walmart Strategy & Bars Revenue Management April 2021 – Feb 2022**

- Built bars portfolio PPA strategy using consumer insights to unlock new product usage to expand consumption
- Partnered with sales to build sell in materials; pitched 20 new items to Walmart during most recent line review
- Led pricing execution across 5 brand bars portfolio; resulting in +\$40MM profit and involved collaborating with 4 different brand teams plus sales and finance
- Coached junior team members on business forecasting, navigating the organization and framing a business case

**Associate Brand Manager, Annie's Crackers & Grahams, 2020-2021**

- Launched 8 new items on Annie's Snacks; navigated challenging supply chain and delivered \$2MM in RNS
- Delivered annual business plans across the 4Ps, leading the team from strategy development to execution
- Led 20+ member x-functional team on product renovation project; increased consumer purchase intent by 28%
- Managed portfolio across multiple snacking segments; made recommendation to shift portfolio toward more profitable, faster growing Grahams business by optimizing core distribution and accelerated innovation

**Associate Brand Manager, Cheerios Innovation, 2019-2020**

- Built 3-year innovation roadmap by mapping out job spaces, vetting early concepts with consumers and identifying top ideas to pursue; pipeline is still being executed by current team
- Launched \$38M in RNS of Cheerios innovation; led 20-person team from concept development to market
- Accelerate Blueberry Cheerios launch by 3 months; closing \$4MM RNS gap to Cereal operating unit annual plan
- Gained leadership alignment to pivot innovation strategy; created separate pipelines for boomers and families

**Brand Associate & Sr. Brand Associate, Pillsbury & Cheerios, 2015-2019**

- Led 14-member cross-functional team from concept to launch of \$20MM Pillsbury Sweet Hawaiian platform
- Analyzed business performance on Pillsbury and Cheerios; presented insights used for annual business plans

## EDUCATION

May 2015 | **Columbia University**

**Bachelor of Arts; Majors: Architecture Major & Business Management Concentration**

- Activities: Columbia University Women's Volleyball, Work-Study, Columbia Women Mentee

## ACTIVITIES & ADDITIONAL INFORMATION

- Skills: Advanced user of syndicated data including Nielsen, IRI and Tableau
- Community Involvement: Columbia Women Mentorship (2015 – Present); General Mills Women in Marketing (2016-2022); Northern Lights Volleyball Coach (2015-2017); Hamline University Volleyball Coach (2017-2019)