

Derek Daugherty
310-722-5179 dukederekdaugherty@gmail.com
[linkedin.com/in/derek-daugherty-a2baa61](https://www.linkedin.com/in/derek-daugherty-a2baa61)

Career Summary

Global Sales Team Leader | Brand Marketing Director | Strategic Insights Director

- Influential sales team leader focusing on revenue generation, customer engagement, account management, KAM, broker management, customer promotions, and developing new business.
- Transformative brand marketing director leading brands in short term execution and long term strategy assuring brand awareness in traditional media, digital, trade, and direct to consumer.
- Innovative insights and category director team leader utilizing consumer, category, industry, and environmental inputs to execute brand and sales strategies with primary, scan, and panel research.

Key Skills - Sales and Marketing | Consumer Insights | Business Development | Global Sponsorship
Category Management | Account Management | Brand Marketing | Team Leadership | Revenue
Management | Sales Planning & Operations | Strategic Insights

Experience

YouGov New York, NY August 2021 - April 2022

Global insights provider specializing in syndicated and custom panel for brands and sports equities.

Global Sales and Marketing Director - CPG / FMCG & Retail

Objective Results- Grew revenue by 10% for FMCG and Retail sectors and European market by 30%.

- Develop global CPG, FMCG and Retail plans to drive YouGov business KPIs and deliver £35MM+ annually and 15% growth over three years through regional optimization.
- Create a roadmap of strategic and tactical action points for each client and prospective client to grow their business utilizing of brand intelligence, market analysis, competitive analysis, and consumer analysis. Implemented product priority list to maximize revenue.
- Led each regional sales and marketing teams for FMCG and Retail. Spokesperson to media, publications, and industry trade.

Sales and Marketing Consultant Los Angeles, CA March 2020 - July 2021

Consumer Goods, Insights, and Entertainment Clients

- Consultant for sales, channel development, revenue, marketing strategy, and sponsorship execution to generate revenue to CPGs, insights providers, and entertainment companies on sales, marketing, and sponsorships.
- Provide upstart companies new product distribution and sponsorship opportunities with retailers.

Mars Hackettstown, NJ 2010-2020 March

Consumer good manufacturer in confection, pet food, and food industries.

Marketing and Sales Director Corporate Sponsorships

Objective Results - Generated \$170MM+ annual sales from a \$43MM budget, increased brand awareness leveraging marketing assets in traditional and digital media, and developed \$3MM in apparel licensing revenue.

- Create global marketing, sales, and revenue strategies for more than 15 Mars brands with sponsorship properties including NFL, NASCAR, WWE, NHL, MLB, NBA, and E-gaming.
- Responsible for advising senior staff and deciding on sponsorship selection and contract modifications that increase awareness, conversion, and ROI from sport equities and sport talent.
- Create national promotions, retailer shopper marketing, seasonal items, displays, and brand media (national and digital) to engage consumers.
- Responsible for direct sell in of marketing and sales programs to all key accounts including Walmart, Sams, Target, CVS, RiteAid, Walgreens, Kroger, Safeway, HEB, Publix, Circle K, Dollar General, Family Dollar, Amazon, Vistar, and distributors (McLane, Coremark, Eby Brown, Hackney).
- Implement physical availability tactics with retail team while setting mental availability strategies with sports equities and customers. Set brand MAPS objectives, account priority, and media strategy.
- Managed agency project execution and trade shows NACS, NRF, Expo West, Snacks & Sweets. (MKTG, Elevation, Catapult, Nielsen, IRI, and Kantar)

Mars 2006-2010 Vernon, CA Category Management and Strategic Insights Director - Food

Objective Results - Gained category advisor status with 10+ retailers including Walmart, Kroger, HEB, and Publix. Provided Sr staff recommendations on strategic decisions including new launches, promotional analysis, discontinuations, and category competition.

- Led the category management team and provided necessary tools to be category experts to retailers and trade. Set all MAPS objectives (Merchandise, Assortment, Promotion, Shelving).
- Conduct custom studies including shelving POG optimization, price elasticity, regional demographic preferences, packaging changes, and new category acquisitions.
- Analyze acquisition opportunities and risks utilizing scan, panel, industry studies, category trends, politics, legal, purchasing, packing, customer strategies, and consumer trends.
- Manage agencies (IRI, Nielsen, NPD, Mintel, Spectra, Kantar, MVI, Dechert-Hampe, Moss Warner).

Mars 2004 - 2006 Vernon CA Sales Planning and Operations Director - Petcare

Objective Results - Increased Petcare market share by 8%, increase revenue 15% through discontinuation low margin items and promote high margin items, and invested in growing retailers.

- Manage new item launch objectives, trade budgets, supply allocations, pricing strategy, ACV targets, listing fees, all selling stories, and sales meetings.
- Manage trade marketing budget including listing, trade funds, promotional spend, and shopper.
- Develop forecast planning process for national and key accounts sales objectives.
- Set priorities to brand marketing, sales, manufacturing, shopper marketing and CatMan on promotions and items to drive increased sales and revenue.
- Develop analysis tool for sales to optimize product assortment based on sales spin rates, distribution, and profit margins by brands, items, and promotions.
- Manage all US Military overseas sales to AAFES and DECA.

Mars 2000 - 2004 Vernon CA Brand Marketing Senior Manager - Petcare

Objective Results - Grew share 7%+ by expanding ACV, creating new innovative products/packaging, and modern advertising campaign. Created a direct to consumer program for custom vet pet food.

- Develop all consumer promotions, new item launches, new pack types, trade promotions, packaging changes, and brand product designs for Pedigree, Cesar, and Waltham brands.
- Manage national promotions and shopper marketing team.
- Instigated marketing changes from breeder services to pet adoption with regional global activation.
- Manage agency executions (Advantage Sales and Marketing, Catapult, Moss Warner, Valassis, Chiat Day, Grey, and BBDO).
- Manage \$150MM budget for trade and shopper marketing while generating \$50MM+ annual growth through national and customer marketing programs.
- pet speciality, mass, club, grocery, value and specialty.
- Manage retail team and broker execution of shelving, display, and distribution objectives.
- Execute item prioritization and rationalization to grow margins.

Mars 1995 -2000 Vernon CA International Sales and Marketing Manager - Petcare

Objective - Drive international sales and market share, and maximize global manufacturing capacity.

Result - Delivered \$100MM+ in sales and 10%+ share growth. Optimized source manufacturing saving \$50MM in manufacturing, storage, logistics, and tariffs.

- Led international sales, marketing, and supply chain strategy in North America, Europe, Africa, Central America, and South America.
- Manage under develop markets in Central America, South America, and Africa by contracting new brokers and co-manufacturers in the region.
- Create new brands, items, and pack types for international markets. Manage brand development and sales execution including pricing standards and product lifecycle.

Technical Skills

MS Office (Excel, Powerpoint, Word, Outlook), Salesforce.com, IRI, Nielsen,

Education

BS International Marketing, California State Dominguez Hills