

MATTHEW COX

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EXECUTIVE MARKETING LEADER – CPG BRANDS

Brand Building | E-Commerce Solutions | Market Research & Analysis | Cross-Functional Team Leadership

Influential business leader with deep expertise in delivering world-class marketing solutions in a rapid growth retail distribution, food service, and DTC organization. Leverage 20+ years' experience to create advanced strategies, build brands, launch products, expand distribution, and drive awareness to achieve \$350M revenue growth. An analytical and data-driven decision-maker, proficient in developing all functions, systems, and processes from scratch while building/leading high-performance teams to consistently exceed goals. A customer-obsessed trailblazer who champions research and analytics to position CPG brands for exponential growth.

Marketing Plans | Marketing Strategy | Advertising & Public Relations | Go-to-Market Strategy | Email & Social Media Marketing | Retail Distribution Growth & Expansion | Analytics, Metrics, & Trends | KPIs & Business Insights | Process Creation | Process Improvement | Consumer Segmentation & Storytelling | Forecasts & Budget Management | Business Partnerships | Product Development | Staffing, Coaching, & Team Building

CAREER HIGHLIGHTS

BOB'S RED MILL NATURAL FOODS | PORTLAND, OR

09/2001 – 01/2022

Global manufacturer of natural foods serving DTC, retail, food service, and industrial clients with nearly \$400M annual revenue.

SENIOR VICE PRESIDENT OF MARKETING & STRATEGIC DEVELOPMENT | 08/2021 – 01/2022

SENIOR VICE PRESIDENT OF MARKETING | 08/2018 – 08/2021

Promoted to the executive leadership team to enhance growth and drive performance. Promoted again in 2021 to align sales and marketing while driving the e-commerce business and expanding retail distribution. Led team of 3 while building and overseeing a team of 42 (on-site and remote) across 7 functional areas including digital marketing, strategy/operations, product development, category management / BI, content marketing / PR, shopper marketing, and customer service. Direct marketing efforts across all categories, channels, and markets with up to \$18.8M budget oversight. Present regularly to the board of directors.

- **Boosted revenue by \$111M, from \$264M to \$375M in less than 4 years**, consistently exceeding annual 10% growth goals.
- **Saved millions of dollars annually** by building a world-class retail-specific digital marketing program focusing on performance and boosting efficiency with geotargeted online advertising. **Grew digital ROAS to an average of 650%.**
- **Expanded the e-commerce business from thousands of dollars to a \$20M+ enterprise.** Enhanced performance with more offerings and content. Increased overall website views from dozens per day to tens of thousands of unique visits.
- **Expanded online and social media following to millions of consumers** via YouTube, Instagram, Facebook, TikTok, email, and SMS with hundreds of millions of impressions.
- **Realized 10% distribution growth in less than 12 months** for the 50 top products in the portfolio.
- **Increased household penetration by ~65%** (millions of households), using Nielsen, IRI, and SPINS data to fill distribution gaps.
- **Achieved and maintained a 60+ Net Promoter Score (NPS), against an industry average of 41**, through voice-of-customer programs and brand awareness strategy while analyzing consumer brand perceptions.
- **Realized tens of millions of dollars in additional revenue** by launching new profitable products including peanut butter & oat bars, homestyle granolas, oat crackers, oatmeal packets, and grain-free baking mixes.
- **Secured numerous large-scale accounts / store placements** including Kroger, Target, Amazon, Walmart, Albertsons, Costco, Trader Joe's, Whole Foods, and Big Lots, through compelling presentations and high-level marketing plans.
- **Enhanced morale and productivity by building an internal marketing dashboard for revenue and distribution** with KPIs for each of the 7 functional areas, establishing structure and accountability for the first time.
- **Instrumental in transitioning company from partner-owned to employee-owned**, a pivotal morale booster for the teams.
- **Achieved a 90%+ employee retention rate**, well above the industry standard and company average, by leading by example and facilitating engaging team-building activities including culinary and tasting events.
- **Established Simon Sinek-inspired purpose and values initiatives** by collaborating with an outside consultant.

VICE PRESIDENT OF MARKETING | 11/2013 – 08/2018

MARKETING DIRECTOR | 01/2008 – 11/2013

Promoted to build all processes from scratch and lead a rapidly growing marketing and customer service team. Earned promotion to VP to produce the marketing strategy and direct all product development operations. Initiated agency relationships and the company's first and successive co-manufacturing partnerships. Created and managed a multimillion-dollar marketing budget.

- **Grew revenue \$222M, from \$42M (2008) to \$264M (2018)**, achieving consistent double-digit growth, from 20% to up to 40% annually.
- **Saved \$250K+ annually** by bringing multiple functions including strategic planning, copywriting, design, and event planning in-house from third-party agencies.
- **Led team to build out the e-commerce business from scratch** including SEO and conversion optimization. Developed pivotal third-party relationships with multiple partners including Amazon and Vitacost.
- **Secured and maintained the brand's leadership in the natural food industry** by transforming marketing communications to include print, digital, radio, television, podcast, out-of-home advertising, consumer/trade events, and PR.
- **Conceptualized and led the agency selection for the first national television advertising campaign**, "Good Food for All."
- **Attained 100M earned media impressions** by collaborating with agency partners to plan and execute the PR strategy.
- **Built and implemented a category insights team** to provide market intelligence and forge connections with retail partners.
- **Developed and launched dozens of the brand's top-performing products**, including Gluten-Free Oats, Almond Flour, Gluten-Free 1-to-1 Flour, Oatmeal Cups, Homestyle Granolas, PnB Oat Bars, and Gluten-Free Oat Crackers.
- **Amplified the brand's digital marketing, social media, and content strategy** by building an internal team of subject matter experts and hiring a top-tier digital marketing agency.
- **Improved accuracy, timeliness, and accountability** by introducing project management tools, including Asana and Basecamp, which were subsequently adopted company-wide.
- **Created the company's first gluten-free specific consumer cohort and marketing plan**, helping to cement the company's global reputation as best in class in the gluten-free ecosystem.

MARKETING MANAGER | 02/2004 – 01/2008

Promoted to design marketing plans that focused on market positioning and customer growth. Managed advertising and PR campaigns. Showcased the brand through trade and consumer events. Developed and launched new products including flours, cereals, grains, and baking mixes.

MARKETING COORDINATOR | 09/2001 – 02/2004

Hired to provide general support to the EVP of sales and marketing in all marketing activities. Managed company website, consumer product catalog, and trade product list. Accountable for copywriting to support packaging, advertising, media kits, sales promotional materials, press releases, and internal communications.

BOARD AFFILIATIONS

Advisory Board Member | Oregon State University, Food Innovation Center (2018 – Present)

Deliver key support and insight for its mission to provide outstanding technical, creative, and educational services to the food industry, entrepreneurs, and Northwest communities, with a focus on quality, safety, and sustainability.

PROFESSIONAL ORGANIZATIONS

Portland Chapter Member | The CMO Club

An exclusive community for over 1,000 global senior marketing executives to collaborate, share ideas, be inspired, and solve their toughest challenges.

EDUCATION

- **Master of Business Administration (MBA)** | Portland State University School of Business, Portland, OR
- **Bachelor of Arts, English** | Cal Poly Humboldt, Arcata, CA