

Michael D. Rochford

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PROFESSIONAL PROFILE

Passionate, strategic, and accountable marketing leader with 12+ years of experience in marketing and sales across various disciplines and increasing levels of responsibility. Successful in growing market leaders and challenger brands through development of brand plans, media strategy & communications, and innovation. Experienced in leading high-performing teams and delivering results in a matrixed organization. Specialization in consumer brand acquisition due diligence and integration efforts. Results-oriented leader with consumer focus, business acumen, and empathetic leadership style.

EDUCATION

Saint Joseph's University (Philadelphia, PA)

May 2010

Bachelor of Science in Business Administration Major: Food Marketing

American University of Rome (Rome, Italy)

January-May 2009

EXPERIENCE

McCormick and Company, Inc.

Marketing Director – Condiments, Sauces & Toppers (Hunt Valley, MD)

April 2022 – current

- Responsible for strategic and tactical marketing activities related to profitability, promotion, pricing, packaging, media, distribution, research, and new product planning for categories totaling >\$670M Net Sales.
- Manage high-performing team of five employees including two direct reports at Senior Marketing Manager level.
- Develop short- and long-term 'Where to Play', 'How to Win' and 'Execute to Win' plans for total portfolio and present to executive leadership.
- Support 10-year capacity improvement plan to enable future growth agenda and future-proof portfolio service levels.

Marketing Director – Hot Sauce, BBQ Sauce & Beverages (Hunt Valley, MD)

Oct 2019 – April 2022

- Responsible for strategic and tactical marketing activities for categories totaling >\$300M Net Sales
- Developed MKC & Co. Hot Sauce strategy & positioning in tandem with cross-functional leadership to inform clear Where to Play & How To Win strategies across Frank's, Cholula, and OLD BAY
- Leveraged consumer and market insights to inform Frank's continuity strategy from Tailgate through Super Bowl, positively influencing media, communications, and trade activation leading to highest-ever brand household penetration
- Developed cross-brand share of shelf incentive resulting in net positive distribution gains in over 50% of top 15 retailers
- Focused innovation agenda against high propensity consumer behaviors (wings, milder flavors) yielding strongest customer acceptance on Frank's innovation since MKC acquired the brand
- Led consumer launch of OLD BAY Hot Sauce, successfully fast-tracking distribution expansion from hyper-regional to national
- Oversaw Cholula extendibility effort to deliver against aspiration of going from a hot sauce brand to a Mexican flavor brand

Global Acquisition Integration Lead – Cholula (Hunt Valley, MD)

Nov 2020—Apr 2021

- Served as overall global lead for Cholula integration to McCormick coordinating over fifteen diverse functions and 3rd party consultant as well as serving as liaison to the Executive Steering Committee and Management Committee
- Developed Value Drivers and Guiding Principles to ensure integration focus on McCormick's Shared Values & business needs
- All target operating models inclusive of people, technology, processes and business fully integrated in 90 days (fastest integration in McCormick history). Customer service levels exceeded 97% within two weeks of cutover.
- Cholula grew double the category rate since acquisition and catapulted to #2 brand in category 6 months post-acquisition.

Marketing Manager – Condiments (Hunt Valley, MD)

Oct 2017 – Oct 2019

- Led due diligence and integration of The French's Food Company acquisition for consumer marketing, with key highlights including development of a ten-year net sales/share model, strategic business plans as well as a target operating model
- Onboarded new creative and media agencies (Fitzco, UM) leading to breakthrough campaign work (French's. Not From France.) and optimized marketing spend profile
- Leveraged brand equity and consumer studies to inform graphic design upgrades to all of French's packaging

Senior Product Manager – Masterbrand (Hunt Valley, MD)

May 2016 – Oct 2017

- Led development of communication & media strategies for McCormick Masterbrand across key holidays
- Served as lead McCormick liaison to several agencies including R/GA, UM, Blue Chip, and more

- Effectively measured progress against key McCormick equities within campaign work (2017 1H Campaigns: +8% lift in 'helps make cooking more intuitive'; +11% lift in 'go-to-flavor for everyday cooking; and 13% lift in 'brand worth paying more for'
- Executed strategic partnership with Food Network to deliver business/brand objectives.

Product Manager – Herbs & Spices (Hunt Valley, MD)

Feb 2014 – May 2016

- Led the largest cost-out project for the division helping to mitigate an unprecedented commodity increase. Execution enabled unit growth of +6% and share growth of +3% for McCormick's largest commodity.
- Collaborate with cross-functional team to develop proprietary packaging technology (Herb Grinders) with a strong point of difference to delight core consumers and drive penetration with new households, specifically millennials
- Successfully launched 10 innovative items across 3 product platforms (A-Z Spices, Flavored Sea Salt Grinders, Herb Grinders) and led the development and execution of plans to drive trial and awareness across TV, Digital, and Couponing efforts.

Category Manager (Hunt Valley, MD)

Dec 2012 – Feb 2014

- Acted as lead category management resource for direct and indirect customers in the northeast region of the US.
- Led major reset/pull and plug projects for customers through the utilization of consumer/shopper insights, point-of sale data, and customer-specific tools (i.e. EYC). 2013 Ahold category reset resulted in 30+ incremental SKU's across 700+ stores, estimated to be a +\$2.2MM annual gross sales impact for McCormick.
- Developed secondary placement opportunities for customers through utilization of basket analyses and trigger/flavor pairing studies. Contributed to secondary merchandising program at Weis helping to grow featured items +20%.

Category Analyst (Scottsdale, AZ/Hunt Valley, MD)

Mar-November 2012

- Served as an in-depth analytical resource for west coast customers, with a focus on Safeway (direct customer).
- Developed a 'report suite' for field sales and sales support teams containing robust POS reporting. Delegated refresh, amendment, and posting responsibilities to broker support, saving an estimated 80 hours/month.
- Developed best-in-class everyday and promoted pricing strategies through the utilization of price elasticity studies and customer-specific margin analyses. Everyday pricing strategy and opportunity presented to Executive Leadership Team and approved as a priority initiative for the organization.

Sales Planning Intern (Hunt Valley, MD)

May 2009-August 2009

- Presented a thorough review of a significant business strategy to the President and Executive Leadership Team.
- Constructed a themed events promotional analysis to be utilized for 2010 planning.
- Completed daily ad hoc reports with recommendations for the Sales Planning and Marketing teams.

Church & Dwight Co., Inc.

Sales Planning and Development Intern (Princeton, NJ)

May 2008-August 2008

- Identified opportunities and threats through a planogram analysis of major fabric care accounts.
- Created presentations for the Customer Development Managers' 2009 Sales Meeting.
- Attained corporate exposure and comprehension of the CPG industry.

HONORS and AWARDS

McCormick and Co., Inc.

US Consumer Products Division Employee of the Quarter

May 2015

C.P. McCormick Gold Award (1st Award)

June 2012

C.P. McCormick Sapphire Award (2nd Award)

December 2014

C.P. McCormick Ruby Award (3rd Award)

March 2019

C.P. McCormick Diamond Award (4th Award)

March 2021

Multiple Management Board (MMB) – North America Sales

Jan 2011- Dec 2015

Multiple Management Board (MMB) – Regional Board

Jan 2019 – Dec 2019

VOLUNTEER EXPERIENCE

Blue Water Baltimore, Green Towson Alliance – focus on efforts to restore a healthy environment through raising local awareness of community groups as well as coordinating and participating in clean-up events

HOBBIES & INTERESTS

Exploring the natural beauty of the world with my one-year-old son and wife of four years

Pushing myself to break personal limits - 2x Ironman (most recently Ironman Lake Placid 2022), 6x Half Ironman

Discovering, cooking, and sharing in new global cuisines with friends & family