

Kimberly Watts

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Appleton, WI 54913
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A highly accomplished marketing executive with over 24 years of B-to-C marketing experience and a legacy of developing and implementing strategies that deliver growth, improve profitability and achieve shares to record levels for high profile companies like SC Johnson, Bausch & Lomb, Kimberly Clark, and Mueller Sports Medicine. Known for my passion in of developing talent and creating a winning culture.

WORK EXPERIENCE

WILD BLUE TECHNOLOGIES

2021 to Present

President/Head of Strategy & Innovation

Wild Blue is a commerce innovation agency. I am responsible for developing annual category vision, innovative pipeline, and approach to omni channels engagements for top Clients, Kimberly Clark, The Clorox Company and The Hershey Company.

- Successfully led the development of updated retail strategy that addressed post pandemic shopping shifts to Clorox's key retailers including Amazon, Walmart, Kroger and CVS.
- Responsible for ongoing competitive activity assessments and recommending strategies and executions designed to maintain Hershey's competitive advantage.
- Implemented behavioral science approach to design that resulted in positive emotive response executions and positive customer interactions.
- Developed and implemented Wild Blue's brand foundational tools that included a clearly defined target, compelling brand point of difference with supporting functional and emotional promises for more efficient and targeted growth.

MUELLER SPORTS MEDICINE

2019 to 2021

Vice President of Marketing

Leading and developing Mueller's Marketing Department in managing integrated marketing programs, new product development/management and strategic brand strategies that drive growth across retail, e-commerce, international and athletic training channels.

- Restructured team from 'Marketing' to Brand Management to allow for total business oversight and cross-functional coordination to deliver aggressive growth more efficiently.
- Delivered +15% ecommerce sales growth domestically and in China
- Accelerated product development and new product launches via a formal product stage gate process.
- Developed and published 5-year renovation/innovation product pipeline.
- Developed and implemented a high ROI integrated marketing program. Successfully drove +8 shr pts in Walmart via Mueller's first direct response television campaign.

KIMBERLY CLARK

2013 to 2017

Global Marketing Director

2014 to 2017

Responsible for driving \$1.4B in revenue and profit growth for KC Feminine Care Brands throughout the 134+ countries KC serves. Led brand strategy, innovation and pipeline development, and the development of brand foundational tools.

- Led the development of Kotex brand portfolio and innovation strategy including the successful development and launch of the incremental sport and overnight pad line extensions.
- Successfully identify market growth opportunities for share growth acceleration. Execution was a key contributor to share growth in 80% of global key markets.
- Spearheaded the development and deployment of new segmentation scheme, global brand profile and brand architecture, resulting in more resonate communication/ads and robust, breakthrough innovation pipeline.

Strategy & Innovation Leader, Kimberly Clark

2013 to 2014

Responsible for leading the development and execution of Cottonelle's brand strategy and future innovation pipeline required to meet the brands aggressive growth targets.

- Developed comprehensive brand vision that clearly articulates the direction of the Cottonelle's brand communication, variant and form strategies.
- Successfully created and executed the bath category reinvention that included retail growth strategy, in-store and branded solution and executions.
- Led the process of identifying and qualifying the Cottonelle's innovation pipeline, including a concept assessment plan to ensure pipeline is filled with ideas that are consumer meaningful, financially viable and technically feasible.

BAUSCH & LOMB

2010 to 2011

Director of Brand Marketing,

Responsible for managing Renu, Biotrue and Boston Brands in Lens Care portfolio and aligning the US Marketing & Sales teams accordingly to achieve revenue and growth objectives. Worked in close partnership with cross-functional teammates to meet timelines and stay with the desired direction. Responsible for managing brand team and overseeing measures and metrics for brand effectiveness.

- Led the mid-year review process and strategic plan to meet top line sales and bottom-line earnings for the portfolio.
- Developed new product launch strategy to enter new eye drops category.
- Led advertising and communications strategy for new Biotrue launch.
- Successfully developed and executed consumer insight training among Global cross-functional team. The sessions output served as the foundation for annual operating plan.

SC JOHNSON

1996-2010

Director of Corporate Innovation,

2008-2010

Responsible for leading SCJ's highest priority innovation projected to capitalize on \$150MM incremental business opportunity. Successfully developed and executed unprecedented wins for organization by establishing and piloting the company's 1st ecommerce business operation and new retail (boutique) format. Took the lead in redefining SCJ's innovation methodology by spearheading consumer co-development approach to product and category expansion. Identified as top tier Director in innovation at SCJ. Position reported directly into VP of Corporate Innovation.

- Set the strategic vision for project and category outlining cross-functional resources to grow opportunity from \$150MM to over \$500MM in 5 years with innovative products, processes, acquisitions and partnership opportunities identified to support rapid growth plan.
- Accelerated project launch date by 1 year by developing and testing new business model that included SCJ's first ecommerce and fulfillment process and retail format in Lincoln Park Chicago.
- Doubled year 1 volume potential by expanding user set and elevating product proposition. Research confirmed new positioning would double projected volume.

Senior Brand Manager, SC Johnson

2006 to 2008

Full strategic planning and P&L accountability for Scrubbing Bubbles bath care, representing \$102MM in sales. Received excellent ratings on performance review due to exceeding targeted profits by +12% while maintaining share in a year with competitive news. Responsible for managing all product development and marketing plan activities with the assistance of two direct reports.

Senior Brand Manager, SC Johnson

2000 to 2006

Full strategic planning and P&L accountability for OFF! Area Repellents, representing \$65MM in sales with cross functional team management and direct accountability for 2 Brand Managers. Successfully implemented Mosquito Forecast Model that led to a significant reduction in end of season returns.

Brand Manager, SC Johnson

2001-2005

Ass. Brand Manager SC Johnson

1998 -2001

EDUCATION

MBA in Business Administration

University of Illinois at Chicago - Chicago, IL

Bachelor of Science in (BS), Business

Eastern Illinois University - Charleston, IL