

RICK TANNER
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PE Proven President of a Great Range Capital portfolio company, Mountain Valley Water Company. Developed and executed transformational strategic growth and operations plan. Exceptional execution of the plan resulted in 4x return on investment over 4 years.

A decisive and experienced CPG leader with a demonstrated track record of success in building brands and companies. Extensive P&L, marketing, sales, and operational experience with proven results. A future focused leader who drives strategy from inception to completion with high urgency.

BUSINESS EXPERIENCE

INDEPENDENT CONSULTANT

1/22-CURRENT

- Focused on Pre-Deal situation assessment and strategy development to enable profitable revenue streams for acquired brands, business lines and services.
- Willing to provide fast-start temporary, transitional or on-going leadership role

MOUNTAIN VALLEY WATER COMPANY

HOT SPRINGS, AR

PRESIDENT

1/15-12/21

Mountain Valley Water Company acquired by Great Range Capital in 2014. The company marketed super-premium Mountain Valley brand spring and sparkling water as well as, a collection of private label/contract packing businesses. Sales channels included an independent network of direct-to-home distributors and nascent retail channels.

- Developed and implemented a strategic roadmap for the enterprise driving branded and contract packing revenue and margin growth. **Revenue and profit more than doubled over 4 years of PE ownership**
- Re-positioned Mountain Valley brand as ‘Great American Sacred Source’ and launched a compelling marketing strategy including a breakthrough lead generation platform and best-in-class digital/e-commerce platform. **Brand purchase intent increased 50%, engagement scores +100%, e-com increased 4x.**
- Recruited and built sales organization, installed go-to-market approaches and category management discipline to expand distribution in both the direct business and Natural Food channels, **Mountain Valley is now the leading selling brand at Whole Foods, Sprouts etc.**
- Established a multi-year capital investment plan, and accompanying ROIC tracking, to improve quality and line efficiency... **quality complaints fell by a third and product costs were reduced 10% on average.**
- Installed new COO and CFO and collaboratively installed new training processes focused on root cause analysis, shop floor problem solving and disciplined financial and accounting reporting.
- Re-negotiated strategic contract packing partnership to radically expand scope of services accelerating revenue and margin growth.

Developed and supported roadshow presentation and led all potential buyer presentations. **Mountain Valley was sold to DS Services (now called Primo Water) in October 2018 generating a 4x return on investment for Great Range Capital's inaugural fund.**

Post-acquisition, as part of DS leadership team, Mountain Valley business unit exceeded the acquisition model with annualized **3-year revenue and EBITDA growth rates of +17% and 28%, respectively**

- Doubled distribution across DS Services, captured synergies assumed in the acquisition model and leveraged newly available resources to lower costs **increasing EBITDA 330 basis points**
- Innovated new aluminum bottle and launched hospitality channel strategy via food and wine distributors... **doubling retail sales over three years**
- Increased contract packing revenue +30% through higher customer satisfaction and by disciplined collaborative planning processes.

PRIMO WATER CORPORATION

1/20-12/21

PRESIDENT - RETAIL SALES NA

ATLANTA, GA

- In addition to Mountain Valley leadership role: successfully streamlined, consolidated and integrated DS services, Mountain Valley and Primo retail sales organizations. The new cohesive high functioning North American selling organization **resulted in \$2 M in integration savings** while **exceeding \$600+ million retail revenue plan.**

NESTLE WATERS NA

STAMFORD, CT

CHIEF MARKETING OFFICER EVP

1/12-12/14

Achieved annual brand portfolio targets for North America exceeding \$3 B. Proud to be part of executive team that drove Bottled Water to surpass soft drink consumption in the U.S.

- Key responsibilities included strategic planning, brand portfolio strategy, innovation and driving ROI on \$175 million brand portfolio marketing investment.
- Led large marketing organization to high performance. Trained and implemented core marketing competencies including insight, brand positioning, innovation, product development, communication, identity, media, digital, e-com and global brand planning integration.

VICE-PRESIDENT– BRAND MARKETING

12/07-12/11

Developed and implemented consumer strategy across 13 brand portfolio with focus on new brand creation, innovation, communication and activation.

- Pioneered launch of Nestle Pure Life brand, now leading national bottled water brand.

DIRECTOR – HOME & OFFICE DIRECT MARKETING

1/06-12/06

P&L responsibility for 750,000 residential direct delivery customer business. Reversed negative revenue growth trend by accelerating new customer acquisitions through effective digital search lead generation.

DIRECTOR – RETAIL CHANNEL TRADE MARKETING

6/01-12/05

Established channel marketing strategy, shopper marketing discipline and fact-based selling approach across the expanding brand portfolio. Integrated category management function into Trade Marketing creating a strong internal partnership across all key classes of trade penetrating key category decision makers at all major national retailers including Walmart, Costco, Kroger among many others



OTHER BUSINESS EXPERIENCE

- TSI Consulting: Digital marketing consultative and marketing services. Key clients Campbell's, P&G
- First Brands Corporation: P&L, brand portfolio strategic planning, brand management, innovation
- Procter & Gamble: Sales Management

EDUCATION



FORDHAM UNIVERSITY GABELLI SCHOOL OF BUSINESS
MASTERS OF BUSINESS – MARKETING

NEW YORK

NORTHEASTERN UNIVERSITY
BACHELORS OF SCIENCE - MARKETING

BOSTON