



CONSUMER PRODUCTS & RETAIL EXPERTISE

- As a marketing executive within Nestle's Friskies Petcare Division, assumed leadership of a \$73 million pet foods brand portfolio to lead a turnaround toward stronger market and financial performance. Also, once served as liaison between Sales and Marketing functions to insure effective sales execution of marketing initiatives. Brands: Friskies Cat Food, ALPO Cat and Dog Food, Fancy Feast Cat Food, Mighty Dog, Chew-eez Beefhide Treats, and ALPO Snaps.
- As a marketing executive at ConAgra Foods of a \$600 million business unit, led the revitalization/turnaround of the Hunt's Tomatoes Brand Portfolio that resulted in increased sales, market share and profits. Oversaw the new product development and launch of the ketchup industry, disruptive, first inverted bottle, Hunt's Perfect Squeeze.
- Served as the President and change agent for a \$100 million, family-owned cosmetics company and successfully reversed the profit loss from the previous fiscal year and stabilized company culture during a time of turmoil.
- As the COO of a 90-year-old, \$50 million, family-owned furniture manufacturing company in Los Angeles, developed a turnaround/survival plan that successfully led the company through the 2008 Great Recession.
- Transformed an Executive Team into a Leadership Team through the re-assignment of personnel, the use of personality assessment tools, and the advocacy of high performance teaming principles to achieve greater collaboration, increased motivation, and greater individual proactivity.
- Provided vision and leadership for the first corporate-wide, summer promotion for retailers and consumers, involving multiple brands, from multiple divisions of the corporation but presented to retailers, under a single umbrella, for their participation. Initial success led to a 5-year continuation of the promotion.
- Created and managed a model for allocating cross-functional resources across a portfolio of brands which, because of its success, led to its implementation corporatewide for allocating resources between divisions.
- Led the business relationship with a mission critical retailer during the 2008 Great Recession which resulted in the survival of both companies despite the rollercoaster ride of price increases, delayed payments, factoring, new product failures, and increased competitive activity experienced by both companies.
- Created annual and long-term business plans involving KPI's and financial performance metrics.
- Led as a "walking call to action" for a greater focus on profitability which was ultimately achieved through product price increases, cost cutting, process improvements, greater collaboration between departments and the introduction of profit accountability for the sales organization.