

## GENERAL MANAGEMENT EXECUTIVE - BUSINESS DEVELOPMENT SPECIALIST

Highly qualified executive manager offering deep leadership, strategic planning and team building expertise since graduating from West Point and serving as a Captain and Company Commander in the U.S. Army. Classically trained CPG Marketing & Sales Leader (Kraft, Nestle & InBev) with a successful track record in building brands, strengthening key stakeholder relationships throughout the value chain, improving profitability, simplifying supply operations, mitigating value destroyers and negotiating strategic partnerships.

Trusted with the most difficult business challenges including revitalizing mature or declining brands, leading teams through significant cultural change and igniting a winning culture marked by daily intensity and accountability. Proven skill set includes:

**Sales & Marketing Vision | Financial Planning & Analysis | P&L and Risk Management | Profitability Improvement  
Social Media & E-Commerce | Team Builder | Strategic Partnerships | Productivity Enhancement | Licensing**

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## PROFESSIONAL EXPERIENCE

### **TIMEX GROUP, MIDDLEBURY, CONNECTICUT**

**2017–2019**

#### **SVP – HEAD OF TIMEX SPORTS BUSINESS UNIT**

HIRED TO BUILD A LICENSED SPORTS WATCH DIVISION FOR TIMEX, AND CHALLENGE HISTORICAL OPERATIONAL MODEL'S SPEED AND FLEXIBILITY.

- During first six months, secured license agreements with major sports leagues & top universities. Developed product line, Timex Tribute Collection, consisting of 17 watch styles (3,000 SKUs) - largest & fastest product launch in Timex history. Championed significant cultural change to streamline processes & accelerate future product introductions.
- Promoted to lead Timex Sports BU, adding responsibility for setting commercial strategy for Timex Sports products and developing product roadmap integrating next generation technology into Timex and Timex Ironman products.

### **GENEVA WATCH GROUP, NEW YORK, NEW YORK**

**2014–2016**

#### **PRESIDENT & GENERAL MANAGER – GAME TIME DIVISION**

HIRED TO REBUILD TEAM, REPAIR KEY RELATIONSHIPS, AND RETURN LICENSED SPORTS WATCH FRANCHISE TO PROFITABLE GROWTH.

- Portfolio included 250 different Professional Sports Teams and Universities (6,000 skus) for NFL, MLB, NHL, NBA, MLS and NCAA. Repaired League relationships and secured more favorable License Agreement renewals.
- Rebuilt Key Customer & Sales Rep relationships by repositioning franchise as a "Game Day" essential part of the raving fan's uniform (versus historical positioning as a watch with a logo – merchandised in a watch case).
- Led deep dive analysis into top customers and top styles, applying 80/20 rules, and re-aimed company to accelerate profitable growth. In year one, new strategy reversed a -33% sales trend and posted growth +15% by year-end.
- Co-Leader in simplifying complex supply chain. Previous model was 42 watch styles. New model featured 11 watch styles, projected to save company over \$2M/year. Concurrent with this shift, retooled 5 of the styles and increased gross margins by 8 points - most profitable in Geneva Portfolio.

### **POLAR USA, LAKE SUCCESS, NEW YORK**

**2009–2014**

#### **VICE PRESIDENT OF MARKETING**

HIRED TO SHARPEN BUSINESS STRATEGY FOR WEARABLE TECHNOLOGY PORTFOLIO AND DRIVE NEW SALES (B2C, B2B & OEM SALES CHANNELS)

- During first 90 days, aimed company at three new consumer targets – radically changing business model. In 2010, posted a 25-point swing on business. In 2013, grew retail sales +40%. Best year in company history.
- Mentored and helped grow marketing, sales and customer service teams by direct coaching.
- Repeatedly selected by parent company in Finland to lead initiatives for global implementation (advertising, digital strategy, social media, sponsorship development & new packaging).

**MARKETING EDGE (USA), WESTPORT, CONNECTICUT**

**2005–2009**

**FOUNDER, CHIEF MARKETING AND SALES OFFICER**

PROVIDED THOUGHT LEADERSHIP WITH STRATEGY, PRIORITIZED EXECUTION & BUDGET REALLOCATION TO ENHANCE PERFORMANCE FOR 20+ COMPANIES.

- Led retail strategy deep dive analysis for Coles Myer (largest retailer in Australia). Drove new strategic direction for total shopper experience, merchandising tactics, product assortment and customer loyalty programs.
- Championed new brand development work for Cott Beverages. Strategy focused on segmenting energy drink market and branding, positioning, packaging & introducing two new brands.
- Designed guerilla marketing plan for ThaiBev to launch Chang Beer and Mekhong (Thai Spirit) nationally with cost effective tactics targeting 4K Asian Fusion Restaurants. Strategy saved company over \$7M.

**INBEV (FORMERLY INTERBREW AND AMBEV), NORWALK, CONNECTICUT**

**2002–2005**

**VICE PRESIDENT OF MARKETING (2004 – 2005)**

PROMOTED TO HEAD U.S. MARKETING TEAM & ASSIST CEO LEAD CULTURAL CHANGE BROUGHT ABOUT BY INTERBREW/AMBEV MERGER

- Oversaw \$700M sales, 50-person team, 25 brands (e.g. Beck's, Bass, Stella Artois, Labatt Blue & Rolling Rock).
- Grew Stella Artois brand +90% over prior year to make it the #1 Draft Import in Top Four beer markets.
- During first 90 days, reduced non-working expenses 40% through lead item simplification and renegotiated agency contracts. Identified over \$10M in savings dropped to bottom line.
- Served on Global Marketing Leadership Team – traveling to key Global Markets and sharing best practices.

**BECK'S NORTH AMERICA (A DIVISION OF INTERBREW), STAMFORD, CONNECTICUT**

**EXECUTIVE VICE PRESIDENT – MARKETING AND COMMERCIAL STRATEGY (2002 – 2004)**

HIRED TO HELP REVERSE 12-YEAR DECLINING SALES TREND ON BECK'S BEER AND ASSIST CEO WITH STRENGTHENING TEAM PRODUCTIVITY, MORALE & BENCH STRENGTH. SALES \$165M, EIGHT-PERSON TEAM.

- Inspired new vision to "Double Sales in 3 Years". Identified growth limitations and set new strategy. Brand grew +25% in key sales channels (38-pt. swing vs. PY). Awarded Top Interbrew Brand Building Award, "Best Global Brand Activation".
- Drove development of the breakthrough "Life Beckons" advertising campaign. Campaign shattered industry norms on key metrics and became Beck's Global Campaign (147 countries). Beck's Global sales grew +25%.
- Led development of National Promotional Programs. Promotions cited as "Gold Standard" by Global CMO who then shifted responsibilities for "Global Center of Excellence" from Germany to Stamford, CT.

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**EARLIER EXPERIENCE**

**KMART CORPORATION, TROY, MICHIGAN**

**VICE PRESIDENT – CORPORATE BRANDS MARKETING**

**NESTLÉ USA, INC., GLENDALE, CALIFORNIA**

**VARIOUS MARKETING & SALES LEADERSHIP ROLES ACROSS 4 SEPARATE PRODUCT DIVISIONS**

**LASALLE PARTNERS, LOS ANGELES, CALIFORNIA**

**ASSISTANT GENERAL MANAGER & MARKETING MANAGER FOR TOP 2 PROPERTIES IN PORTFOLIO**

**KRAFT FOODS, GLENVIEW, ILLINOIS**

**ASSOCIATE BRAND MANAGER & MARKETING ASSISTANT**

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**EDUCATION & SERVICE**

**UNITED STATES MILITARY ACADEMY AT WEST POINT**

BACHELOR OF SCIENCE, ENGINEERING | MINOR: BEHAVIORAL SCIENCE | DISTINGUISHED GRADUATE, DEAN'S LIST

**UNITED STATES ARMY, SOUTH KOREA**

CAPTAIN, COMPANY COMMANDER & JOINT CHIEFS ADVISOR | RATED #1 COMPANY COMMANDER IN ZONE