

GLOBAL AGILITY– ANALYTIC/CREATIVE MINDSET – BUSINESS LEADERSHIP

Accomplished branding and marketing leader with a solid record of leading complex global projects within highly-matrixed organizations. Deep expertise in brand architecture, innovation and the use of analytics and process to drive results.

PROFESSIONAL EXPERIENCE

Opera Brand Advisory LTD

Founder, Brand Strategist | New York, NY | 2018-Present

Opera Brand Advisory LTD is a strategic brand and marketing consultancy dedicated to finding truths that propel brands. Areas of expertise include brand architecture and positioning, design and creative strategy, and portfolio development.

Brown-Forman Corporation | 2001-2018

Global Brand Director- Finlandia Vodka and Chambord | Amsterdam, Netherlands |2013-2018

Implemented marketing and branding strategies to accelerate shareholder value of brands and position them in a market share leadership position. Coordinated efforts with key stakeholders aligning business and consumer visions and established retail partnerships to exploit growth opportunities. **Key successes:**

- Led the repositioning efforts in collaboration with a team of diverse stakeholders and agency partners to completely redevelop and fortify the Finlandia Vodka brand.
- Rebranding strategy optimized goals and objectives, exceeded established consumer benchmarks in primary markets, increasing shelf presence and distinctiveness and reduced cost of goods by more than 6%.
- Operationalized the critically acclaimed and highly scalable “Finlandia Vodka 1000 Years of Wisdom” omnichannel campaign, launching simultaneously in 16 countries, expanding its global creative footprint.
- Created and executed a global strategy for Chambord liqueur, aligning three regional positions and campaigns.
- Led the development of Finlandia and Chambord design principles and graphic identity systems.
- Oversaw the innovative omnichannel Chambord campaign “Because No Reason,” which won a D&AD Pencil Award, given for excellence in design and advertising.
- Converted Brown-Forman's diversity goals into active recruiting efforts resulting in the most diverse team in the company with six new team members, each from a different country.

Global Marketing Director- Jack Daniel's Tennessee Whiskey | Louisville, KY | 2011-2013

Led the global brand building of the Jack Daniel's family of brands, setting strategic creative direction, developing market penetrating creative, portfolio strategy and innovation and home-place marketing. Translated business strategies into three comprehensive campaigns for the US, contributing to a doubling of profit growth rates. **Key successes:**

- Created and implemented the portfolio strategy which led to Tennessee Rye, Sinatra Select, and Tennessee Gold, expanding the brand's competitive frame of reference and international market scope.
- Owned the development and implementation of "Jack Daniel's Guiding Principles" a global source of inspiration engaging regional teams and creating global alignment to brand design principles.
- Spearheaded the launch of Tennessee Honey with the omnichannel “King Bee” campaign, engaging and attracting new consumers into the franchise and becoming the 2nd largest profit contributor to the company.
- Transformed the creative development process bringing clarity and greater stakeholder engagement.
- Launched an omnichannel holiday campaign for Jack Daniel's “Barrel Tree,” leading to a new tradition- the lighting of the Barrel Tree at the annual Christmas festival in Lynchburg, Tennessee.
- Established and implemented the pioneering revenue generating tour packages, managed global CRM program, reaching millions of loyal consumers in dozens of countries, and oversaw in-house social media content development.

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Global Brand Director- Jack Daniel's Ready -To-Drink | Louisville, KY | 2009-2011

Developed and led the Leverage-Expand-Accelerate-Develop strategy. Steered business and marketing objectives into creative strategies and compelling consumer communications, oversaw advertising, experiential marketing, consumer relationship marketing, social and digital marketing, and packaging design strategy and development. **Key successes:**

- Executed aggressive global expansion initiatives to grow distribution from seven to 25 countries, accelerating volume an average of 31% per year and gross profit an average of 26% per year.
- Managed and mentored cross-functional teams, identifying unserved market opportunities and creating target market-specific innovations for Mexico, Japan, and Germany.

Regional Brand Director- Jack Daniel's - Asia- Pacific | Tokyo, Japan | 2006-2009

Demonstrated strong decision-making and analytical skills with regional market expertise leading both creative and strategic brand plans to drive revenue. Recruited and developed local marketing talent introducing BF marketing principles and conducted coaching and personal development mentoring. **Key successes:**

- Developed and led the communications and creative program for Shanghai, resulting in significant increases in brand awareness; 58% to 73%, trial; 45% to 58%, and loyalty; 29% to 44%.
- Conducted market research to identify valuable consumer insights reenergizing Jack Daniel's Single Barrel in South Korea as the new "face" of the JD trademark.

Managing Director- Brown -Forman Japan | Tokyo, Japan | 2005-2007

With full P&L responsibility created an invigorating business model and set the strategy for future development. Implemented innovative tactics and delivering profit growth for three consecutive years. **Key successes:**

- Accelerated operating profit growth by 60%- reversing volume losses while increasing net sales per case.
- Championed the development of Southern Comfort, leveraging the global creative platform to drive three years of revenue growth along with executing the brand's first-ever price increase.
- Led negotiations of a new distribution agreement increasing financial flexibility and marketing responsibility.

Regional Director-Brown-Forman Australia | Sydney, Australia | 2001-2005

Oversaw P&L functions to deliver US\$40M+ in operating profits. Altered the dynamic of global versus local to optimize and launch innovative strategies reversing trends on the most critical brands. **Key successes:**

- Spearheaded operations leading to tripling operating profits from US\$13M in FY02 to US\$40M in FY05.
- Discovered consumer insight that Jack Daniel's whiskey and the Ready-to-Drink were viewed as one brand leading to the first-ever "trademark" strategy, thereby maximizing brand equity and growing market share.
- Directed Jack Daniel's RTD renovation; developing a trio of products, a creative campaign and new packaging design all contributing to 115% profit growth between 2002 and 2005.
- Orchestrated the turn-around strategy of Southern Comfort, halting a 12-year volume decline.

Brown-Forman Corporation | 1992-1998

Manager European Duty-Free and Scandinavia | London, England | 1997-1999

Marketing Manager Northeast Division | New York, NY | 1995-1997

On-Premise Manager Metro- New York | New York, NY | 1993 – 1997

Merchandise | Boston, MA | 1992 – 1993

Education, Awards & Publications

Education- Master of Business Administration-Temple University | Bachelor of Arts Degree-Montclair State College

Awards- Award of Excellence- Communication Arts 2012 | Excellence in Press- Cannes Lion 2013 | Yellow Pencil – D&AD 2015 | Packaging Design Silver Medal Award- San Francisco World Spirits Competition 2018

Publications- Malone, Deborah. "Carmen d'Ascendis—When Relevance Is Increasingly a Moving Target"