

PROFESSIONAL EXPERIENCE

UNIVERSITY OF COLORADO, LEEDS SCHOOL OF BUSINESS – BOULDER, CO

2020 – Present

Nationally ranked business school serving more than 3,000 undergraduate/graduate students.

Assistant Teaching Professor

- Teach undergraduate courses across multiple marketing disciplines:
 - MKTG 4300: Pricing & Channels of Distribution.
 - MKTG 3250: Buyer Behavior.
 - BCOR 2201/BUSM 2010: Principles of Marketing.
 - BUSM 4010: Business Plan Development.
 - BUSM 3011: Product Development.
 - INBU 3450: International Marketing.
 - BADM 1260: First-Year Global Experience.
- Winner of CU Boulder's Marinus Smith Award, 2021-22 (New Student & Family Programs).
- Two-time nominee for Leeds School's Frasca Teaching Excellence Award, 2020-21 and 2022-23.
- Nominee for Leeds School's Faculty Impact Award, 2022-23 (Diverse Scholars Program).
- Service includes division representative on Leeds Classroom Inclusion Team; mentor for Diverse Scholars; key presenter for Business Leadership Program, EXCEL Scholars Program, Business at a Glance Day, Business Minor Orientation and Leeds Professionalism Summit; advisor for American Marketing Association Case Competition and New Venture Challenge; and judge for Business Ethics Case Competition.

MELALEUCA, INC. – IDAHO FALLS, ID

2019 – 2020

North America's largest e-commerce shopping club for health-and-wellness consumer products.

Senior Vice President of Marketing, Nutrition Business Unit

- Accelerated topline growth to 8% for company's largest portfolio, encompassing nutrition supplements and healthy snacks. Brand growth outpaced member growth by 2x, resulting in record annual sales of \$240M.
- Reversed sales declines on core products by streamlining the portfolio, revamping brand positioning, and targeting highest-potential members via extensive data mining of purchase behavior.
- Launched new products that generated \$14M in first-year sales, with >90% incrementality. Ensured that new products delivered above-average gross margins, helping achieve 12% margin expansion across portfolio.
- Led cross-functional team that created three new company capabilities: brand-building system and toolkit; stage-gate process for incremental innovation; marketing career structure to improve hiring and retention.
- Created, facilitated and taught a monthly "learning forum" (with audience of ~75) to elevate company's understanding of brand strategy, consumer insights, marketing communications, and collaboration.

34 DEGREES, LLC – DENVER, CO

2016 – 2018

Manufacturer of specialty crackers, with \$12M annual sales and moving from startup to mature enterprise.

Vice President, Marketing & Sales

Led all commercialization activity, encompassing trade marketing, consumer marketing, strategy and innovation.

- Dramatically expanded Walmart presence – from 1100 to 3300 stores, from two to four SKUs – by proving brand's ability to increase basket size and penny profit, and to attract new consumer segments.
- Drove 15% reduction in trade expense by developing first-ever national trade plan. Resulted in double-digit velocity growth via streamlined promotions, assortment optimization and experimental initiatives.

- Created first-ever national consumer campaign. Used quantitative and qualitative learning to revamp brand architecture and creative blueprint, resulting in breakthrough digital campaign.
- Built first-ever innovation pipeline, with 80% growth potential, by moving into snacking category and new channels. Adapted stage-gate process to small business, resulting in faster tempo and lower risk.
- Partnered with COO to develop exit plan, based on 100% sales growth over four years. Implemented key enablers, including data-driven planning, margin-expansion program, and employee accountability.

WHITEWAVE FOODS COMPANY – BROOMFIELD, CO

2014 – 2015

Leading manufacturer of natural and organic foods (since acquired by Danone), with \$4B annual sales.

Vice President, Marketing & Innovation

Led strategy, marketing and innovation for Silk plant-based beverages, with \$700M annual sales.

- Drove to restore Almondmilk’s double-digit growth via multi-faceted brand overhaul, including revised brand architecture and campaign, redesigned packaging, and improved product quality.
- Directed launch of Cashewmilk segment, with >\$50M in first-year sales, powered by differentiated “creamier than skim milk with fewer calories” claim to generate incremental household penetration.
- Reversed multi-year Soymilk sales decline via “plant-powered protein” campaign, focused digital media and portfolio rationalization.
- Built innovation pipeline with >\$150M potential sales, focused on category-expanding need-states.

GENERAL MILLS, INC. – MINNEAPOLIS, MN & LAUSANNE, SWITZERLAND

1997 – 2012

World’s fourth largest food manufacturer, with \$17B annual sales in retail and foodservice.

Marketing Director, International Snacks (2010 – 2012)

Selected to lead Nature Valley and Fiber 1 Cereal Bars business, with \$220M annual sales in 30+ countries.

- Drove two-year CAGR of 9% sales and 24% profit, plus record-high share in major markets. Led drive to streamline global strategy, expand distribution, rationalize portfolio and enter new markets.
- Pioneered International Division’s move to centralized operating structure. Generated \$3M in synergies, by strengthening cross-market collaboration in campaign development and innovation pipeline.
- Created first global brand architecture for Nature Valley. Worked with local teams to identify cross-market similarities in category dynamics, consumer insights and single-minded proposition.
- Built first global innovation pipeline, with structure for vetting concepts worldwide and focusing on most-incremental, most-profitable ideas. Created three sub-lines, driving double-digit growth.
- Achieved 2-point gross-margin improvement by simplifying formulations and streamlining operations, with proceeds going toward incremental marketing investment.

Marketing Director, Integrated Communications (2008 – 2010)

Promoted to cross-functional role, leading price and equity promotion, digital and multi-cultural marketing, brand design, public relations and culinary. Supported Meals Division, with \$2B annual sales.

- Partnered with brand leaders to achieve two-year CAGR of 5% sales and restore profit growth – stabilizing business in face of recession and commodity inflation.
- Ensured strong new-product launches by championing blogger outreach; company-leading migration to digital coupons; and bigger execution of in-store and in-home sampling.
- Secured 30% budget increase by experimenting with digital delivery of advertising, price promotion, cause marketing and crisis management.

Senior Marketing Manager, Honey Nut Cheerios (2006 – 2008)

Selected to lead Cereal Division’s flagship brand, plus four flanker brands, with \$400M annual sales.

- Accelerated volume growth to 16% – accounting for 1/3 of division’s total gain – and profit growth to 12%. Outpaced category to reach record-high share, leapfrogging Cheerios to become nation’s #1 brand.
- Repositioned brand to highlight cholesterol-reduction benefit, resulting in double-digit velocity gains.

- Spearheaded aggressive move into Hispanic marketing, driving double-digit share growth within segment.
- Expanded gross margins, highlighted by \$7M in COGS savings by replacing key ingredient while maintaining consumer satisfaction. Proceeds used to fund incremental marketing.

Global Marketing Manager (expatriate), Cereal Partners Worldwide (2003 – 2006)

Based in Switzerland, headquarters of General Mills-Nestlé international joint venture.

- Achieved first profitable year for Cereal Bars. Drove double-digit volume growth, reversing drastic decline. Completed turnaround by growing gross margins, streamlining supply chain, and launching new products.
- Drove 15% profit growth on Teen & All-Family Cereals, while reversing 3% sales decline.

Marketing Manager (2000 – 2003)

Associate Marketing Manager (1997 – 2000)

INDEPENDENT COMMUNITY BANKERS OF AMERICA – WASHINGTON, D.C. **1992 – 1995**
Nation's leading trade association representing the community banking industry.
Director of Communications

THE WHITE HOUSE, OFFICE OF THE PRESS SECRETARY – WASHINGTON, D.C. **1991 – 1992**
Staff of the G.H.W. Bush Administration, serving at the pleasure of the President.
Assistant to the Press Secretary

RECORD SEARCHLIGHT – REDDING, CA **1989 – 1991**
Daily newspaper with 40,000 circulation, serving California's North State region.
Staff Reporter

EDUCATION

NORTHWESTERN UNIVERSITY, Kellogg School of Management, Evanston, IL – M.B.A. Marketing & Finance, 1997.
CALIFORNIA POLYTECHNIC STATE UNIVERSITY, San Luis Obispo, CA – B.S. Journalism, 1989.