

Joe Dobrow

curriculum vitae

Profile

*Impassioned, energetic, innovative, problem-solving senior executive and marketer/writer/teacher with a strong purpose compass and a wellspring of empathy and common sense.

*Hands-on leader who has helped build and run some of the most progressive and iconic mission-driven brands of our era. Worked directly for several of the most revered leaders in business, sports and society: John Mackey, Cal Ripken, Jr., Dave Cowens, Steve Case and Carol Cone.

*Thoughtful and nuanced person of intriguing contrasts: highly unusual integration of "left-brained" analytical expertise and "right-brained" creativity; seasoned traditional marketer who also has deep digital interactive skills.

*Author of two books on business strategy and marketing, contributor to magazines and websites, frequently quoted source in media stories about natural foods industry.

*Passionate proponent of higher education with two Ivy League degrees who has taught at University of Colorado Boulder and UC Davis, spent 9 years running a program to help MBAs learn practical skills and network, and comes from a long line of teachers.

*Work has included building and running complex departments... hiring, managing, training and supporting dozens of proteges... creating memorable advertising campaigns, loyalty and direct marketing programs... devising strategic business programs for turnarounds and startups... orchestrating award-winning PR campaigns to achieve unlikely victories.

Core Business Skills

- *Nurturing and protecting a brand
- *Hiring and developing talent, building a team
- *Communicating clearly, public speaking, teaching
- *Writing, editing, content development
- *Organizing complex systems, data, structures
- *Managing/developing P&Ls and budgets
- *Creating and fostering a shared vision
- *Solving culture and business issues of M&A work
- *Creating websites and social media programs
- *Utilizing "big data" techniques to target-market
- *Producing video and multimedia
- *Developing big, breakthrough ideas
- *Marketing through direct mail and e-mail
- *Crunching data, devising and implementing metrics
- *Setting the right tone, leading by example, staying grounded, making people laugh

Executive Experience Highlights

Founder, MBark (2011-2020)

Built sprawling educational programming company that connected business education to the food business through multiple annual events: executive education certificate program at University of Colorado Boulder, MBark2Boulder Food Leadership Conference, core program for MBA students at Expo West and East. Company closed due to pandemic.

NOTEWORTHY ACCOMPLISHMENTS: *Helped place several of our 500+ alumni in jobs and internships; at least 12 have founded their own natural foods companies. *Recruited 50 graduate schools to participate, and more than 70 industry CEOs.

VP/Chief Marketer, Sprouts Farmers Market (2009-12)

Spearheaded all marketing, advertising and branding for rapidly expanding then-\$2B 150-unit chain of natural foods stores. Served on executive team, led staff of 18, supervised \$30M budget. Acted as agent of change in efforts to balance traditional FSI/advertising with modern interactive/targeted and social media marketing campaigns. Played key leadership role in mergers and acquisitions.

NOTEWORTHY ACCOMPLISHMENTS: *Devised strategic rebranding and integration campaigns for major mergers in 2011 and 2012, resulting in US-leading 480% growth over 4-year period. *Helped take company from 31 stores and \$400M to 150 stores and \$2B in 4 years. *Coordinated grand opening efforts for 37 new stores. *Grew customer database from 0 to 750,000 in 3 years. *Created and launched social media program and built 3 websites. *Won 2011 Gold Hub Prize and 2012 Silver Hub Prize for retail excellence.

VP Marketing, Flexcar/Zipcar (2006-08)

Recruited by Revolution, LLC, the Steve Case-led venture capital firm, to head marketing communications team for dynamic car-sharing company. Worked closely with Case, board members and executive team to jumpstart growth, raise awareness of transportation issues, build membership base, and facilitate eventual \$47M sale of company to Zipcar. Re-branded and re-positioned Flexcar as a cost-effective environmental transportation option through print/radio/outdoor/online ad campaigns, partnerships, grassroots and "street team" efforts, direct mail and e-mail marketing.

NOTEWORTHY ACCOMPLISHMENTS: *Won *Ad Age's* 2007 "Eco-Marketer of the Year" award. *Grew 2007 membership by 215% through new promotions.

VP Consumer Marketing, Discovery Channel (2000-02)

Joined during dot-com boom to run all marketing for interactive arm of then-\$2B cable TV company. Led major partnership efforts with Microsoft, directed \$20M advertising and marketing budget. Later headed multi-channel marketing efforts for 168 retail stores.

NOTEWORTHY ACCOMPLISHMENT: *Presided over changes during turbulent period, with wild budget swings and layoffs through dot-com boom and bust.

National Director of Marketing, Whole Foods Market (1993-00)

Reported to CEO John Mackey in setting marketing strategy, devising and implementing local and national programs, and served on 22-member executive team. Supervised Whole Foods marketing teams that, on a limited budget, utilized advertising, PR, websites, direct mail and grassroots to build company's "hot" brand and fuel its explosive growth into the Fortune 500. Developed communications plans to support numerous mergers and acquisitions.

NOTEWORTHY ACCOMPLISHMENTS: *Created innovative loyalty program to recover lapsed shoppers, increase basket size, and drive customers to higher-margin departments. *Ran in-house agency and supervised multiple outside agencies that developed campaigns, radio and print ads. *Designed and published Annual Reports and four custom magazines that sold in excess of 100,000 copies. *Organized corporate philanthropy programs, reinvented donations policies.

Joe Dobrow (2)

Education

Yale School of Management (CT) MBA in Marketing (1992)

*Yale's nominee for American Marketing Association's George Hay Brown "Marketing Scholar of the Year."

*Jess Morrow Johns Memorial Scholarship in Marketing.

Brown University (RI) AB in Diplomatic History and Foreign Policy (1985)

* Graduated *magna cum laude*, Phi Beta Kappa.

Great Neck South High School (NY) Valedictorian (1981)

*#1 in class of top-10 public high school in US; recipient of five awards for community service and scholarship.

Teaching and Cause-Related Work

*Devised and taught Sustainable Operations course at University of Colorado Boulder's Leeds School of Business, 2019-2021.

*Helped build/run Purpose Collaborative, 2015-20.

*Presented at Western History Conference, 2020.

*Presented at Net Impact Conference, 2013.

*Built website, wrote materials, shot photos and videos for Panther Ridge Conservation Center (big cat refuge in Wellington, FL), 2008-10.

*Taught Perspectives on Management course at University of California Davis' Graduate School of Management, 2009.

*Created video, PR and fundraising plans for Marley Farms (animal rescue operation in Gilbert, AZ), run by former MLB star Shea Hillenbrand, 2008-09.

*Designed and implemented a major consumer survey for Honest Tea (Bethesda, MD) to gauge concerns over plastic bottles and BPA, 2008.

*Raised visibility and funds for Solar Energy Industries Association through creation of a road race and solar museum (Washington, DC), 1993.

*Developed communications plan, wrote newsletters and annual report, worked with US Secretary of the Interior Manuel Lujan and corporate backers on behalf of National Park Foundation (Washington, DC), 1992-93.

*As high school student, ran team that created Scott Moss Cancer Walk-a-Thon, raising \$100,000 for cancer research and March of Dimes, 1978-81.

Major Awards

**Hub Magazine* 2012 Silver Hub Award for work on mergers and acquisitions.

**Hub Magazine* 2011 Golden Hub Award for retail marketing excellence in grand openings.

**Gourmet News*' "Western Retailer of the Year" for team's work done at Sprouts, 2010.

**Advertising Age*'s "Eco-Marketer of the Year" for team's work done at Flexcar, 2007.

*A Presidential Classroom for Young Americans 25th Anniversary Outstanding Alumni Award, 1994.

*Bellringer Award (top award of The Publicity Club of New England), Special Events Category, for Larry Bird tribute, 1989.

*Bellringer Award, Organizational Identity Category, for Sports Museum's rise from obscurity, 1989.

*Bellringer Merit Award, Broadcast Feature Category, for placement of story on "20/20," 1987.

Executive Leadership of Non-Profits

Executive Director, Cal Ripken, Sr. Foundation (2002-03)

Hired by Baseball Hall of Famer Cal Ripken, Jr. to lead startup 501 (c)(3) educational foundation in memory of his father. Laid out initial vision and strategic plan, opened office, hired team, developed character-building and educational curriculum components, initiated multi-million dollar development/corporate partnership campaign for ballpark construction.

NOTEWORTHY ACCOMPLISHMENT: *Researched, wrote, and through lobbying efforts on Capitol Hill ended up landing \$2M grant from US Department of Justice.

Director of PR, Sports Museum of New England (1987-90)

Guided communications and PR efforts for sports-oriented 501 (c)(3) educational institution run by Basketball Hall of Famer and Museum Chairman Dave Cowens. Produced and ran numerous special event fund raisers including Grand Opening; this-is-your-life tributes to Hall of Fame athletes Larry Bird, Bobby Orr and Carl Yastrzemski; anniversary reunion of 1948 Boston Braves; triathlons, golf tournaments, educational seminars and more.

NOTEWORTHY ACCOMPLISHMENT: *Implemented grassroots postcard and PR campaign to help Museum out-manuever bigger rivals and win rights to move to landmark downtown building; for that effort, won prestigious Bellringer Award for "achieving a near impossible goal through great creative means."

Writing and Journalism Experience

*Currently working on new book on American attitudes toward technology at the turn of the 19th and 20th centuries.

*Author of *Pioneers of Promotion* (University of Oklahoma Press, 2018), an exploration of the early roots of the marketing industry.

*Author of *Natural Prophets* (Rodale Books, 2014), an entrepreneurial history of the natural foods industry.

*Articles on Medium.com have generated more than 10K views.

*Wrote numerous feature articles and letters published in *Fast Company*, *Business Week*, *Washington Post*, *Boston Herald*, *Brown Alumni Magazine*, *Journal of the New Haven Colony Historical Society*, *The Hub Magazine* and others, 1989-14.

*Ghost-wrote *Washington Post* Op-Ed article that induced NBC to change its policy about the opening ceremonies of the Olympics, and single-out oft-neglected Latvia; story picked up in newspapers from Boston to Tokyo, 2002.

*Handled all public address work for dedication of US Botanic Garden; introduced six First Ladies and President Clinton, 1994.

*Coordinated all press credential operations for Boston Marathon, second largest one-day sports media event in the world, 1990.

*Served as morning drive sportscaster on then-CBS affiliates WEEI-AM (Boston), 1989-90 and WEAN-AM (Providence), 1983-84.