

**Award-winning Sales, Marketing & Licensing Pro**  
**05-455-H-08**

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An award-winning sales and marketing professional with 22 years of progressively increasing responsibilities in working for Fortune 100 consumer products companies, who has generated \$5.6 billion in retail sales with margins of up to 70%. Possesses proven skills in leading diverse cross-functional groups to record-breaking results.

Expertise includes outstanding skills in sales, operations, licensing, sourcing, product development, brand and trade marketing, recruitment and training of winning sales teams, strategic planning, and new business startups. A pragmatic personable leader who enjoys being a hands-on member of his own team.

**EXPERIENCE**

**The Walt Disney Company, Consumer Products Division (DCP),** Glendale, California 2003-2008

**Director of New Business Development, Grocery and Drug Channels – Team Leader (2005-2008)**

Managed business relations, sales and earned revenue for all licensed products in consumables, health and beauty care, pets, toys, home and infant, stationery, consumer electronics, and softlines for the Grocery and Drug Channels retailers, representing \$512 million in retail sales for the world's largest licensing company. Developed senior-level licensee and account relationships at Kroger and Walgreens, which significantly increased Disney's brand market share and earnings.

- Created an exclusive kids brand (*Disney Magic Selections*) for Kroger with 250 SKUs, which increased retail sales from \$100 million to \$300 million in three years, representing a 567% increase in Disney revenues over three years.
- Developed an exclusive pet program for *Old Yeller* and *Aristocats*, which consisted of 35 SKUs, generating \$40 million in retail sales per year.
- Expanded Walgreens' retail sales of Disney licensed products from \$50 million to \$150 million over three years, by introducing new exclusive home and seasonal décor, toys, stationery, and consumable products.
- Sourced and managed 23 factories and manufacturing representatives located in Asia, producing 1,100 SKUs in consumables, toys, stationery, and seasonal and home décor.
- Developed first-ever, seasonal displays at Walgreens, which included 400 new SKUs, generating \$76 million in incremental retail sales annually with a significant increase in licensed revenues.
- Created a new distribution program using a consolidator, selling a wide variety of licensed products to 7,000 grocery and 5,000 drug stores. This program is presently selling \$20 million a year in incremental sales.

**Director of Sales and Trade Marketing, Food, Health and Beauty Products (2004-2005)**

Created, recruited and led a sales and trade marketing team for Disney's licensed Food, Health and Beauty businesses at major retailers.

- Sold a first-ever, Direct-to-Retail (DTR) business model to the largest food and drug retailers (Kroger and Walgreens) in the U.S. The DTR model facilitated working directly with a retailer's current sources, which radically expanded SKUs, sales and earned revenue for Disney.
- Achieved a 427% increase in sales at Disney's key accounts in the Grocery and Drug Channels versus the prior year.

**Director of Sales and Trade Marketing, Hardlines (2003-2004)**

Directed 325 licensees in sales and trade marketing of 21,000 SKUs to 20 major North American retailers.

- Introduced channel sales and marketing strategies for the first time in DCP, which resulted in a \$350 million growth in retail sales, and expanded Disney into new channels and retailers.

**North American Director of Retail Sales & Strategy, Mass/Drug/Club and Dollar Channels**

Developed and implemented the strategic and annual operating plans initiatives for Mass/Drug/Club and Dollar Channels for a \$14 billion beverage company. Plans led to profitable channel growth, including sales, price and marginal contribution targets. Collaborated and influenced Pepsi Cola North America (PCNA) and the Dr. Pepper/7Up (DPSU) Corporations' sales and marketing plans for the Mass/Drug/Club and Dollar Channels, which maximized volume, pricing and share objectives. Led the execution of channel strategy with every level of sales and marketing management throughout PBG.

- Led the process and development of the North American Mass/Drug/Club and Dollar Channels' strategic plans for Pepsi Bottling Groups' carbonated, non-carbonated and water categories, consisting of approximately 250 million cases and \$2.2 billion. Dealt with 150 sales as well as trade marketing internal and external staff.
- Led the development of the annual Customer Development Agreement (CDA) with major channel customers (Kmart, Target, Costco, CVS, Eckerd, Rite Aid, Dollar General and Walgreens), which led to a 12% sales increase.
- Developed and implemented PBG's first-ever national Club Channel strategy, which resulted in sales (7%) and pricing (\$0.25/case) increases that were ahead of company targets.
- Identified and developed a strategy that increased displays by 50 cases, an advertising frequency that increased by four more than the previous year, and gondola space that increased by a three-foot average at major national drug companies.
- Developed and implemented first-ever channel and customer scorecards used by all 8 businesses and 61 market units throughout PBG territories.

**Director of Marketing & Sales**, Chicago, Illinois

Developed, implemented and executed marketing, business development, advertising, public relations and community affairs for an e-commerce grocery and specialty store retailer. Managed a 15-person Chicago area, multi-functional team consisting of marketing, sales, public relations and administrators who supported sales and revenue objectives of Webvan-Chicago. Managed an annual marketing, sales and public relations budget of more than \$20 million in support of the business-to-business and business-to-consumer teams.

- Developed, implemented and executed the Chicago launch plan that delivered new customer and revenue increases of 150% and 175%, respectively, versus targets. These were a significant improvement over the inaugural San Francisco market introduction.
- Developed and led the distribution of a local Chicago insert ad, which increased total orders by 22% while improving the average order size from \$92 to \$108.
- Created and led a business-to-consumer team developing and implementing density programs, which doubled average courier stops from 2.2 to more than 4.7 stops per hour.
- Recruited and led a business-to-business team responsible for selling a concept, webvan@work, to small- and medium-size businesses. This initiative increased revenues by 8% with an average order size of 40% greater than the company's consumer business.
- Renegotiated corporate media plans (radio, print and online), obtaining savings of more than 25% with increased awareness and gross ratings points for the Chicago Market.
- Successfully negotiated alliances and events in the Chicago area, which led to increased brand awareness from 22 to an 88 post-launch rating in January 2001. Alliances included the Chicago Bulls, the Chicago White Sox, Radio Disney, Navy Pier, City of Chicago and various park districts.

**National Sales & Marketing Manager/General Manager** – DSD Beverage, Juice Category (1999-2000)

Directed a \$117 million, 16.5 million-case business with P&L responsibility for the Sunny Delight soft drink brands with a \$14 million operating budget. Managed a national 17-person, direct sales team and

## **The Procter & Gamble Company, Continued**

a 10-person multi-functional team consisting of sales, marketing, finance, product development, customer service and quality assurance professionals. Managed licensing and development of 212 bottling partners throughout the U.S., including all national marketing programs.

- Successfully led a major business turnaround after inheriting a struggling business that had a 22% decline in sales and an operating loss.
- Led the development of major national accounts Kroger, Albertsons, Safeway, Walgreens, CVS, Aldi, Dollar General, Costco, Wal-Mart and Sam's Club, increasing distribution by an average of 3-4 SKUs and sales by 53%.
- Restructured the sales team to focus on the top 20 bottlers, generating \$4 million in savings. At the same time, concentrate sales improved from -22% to 3% versus the prior year.
- Achieved profit goals for the first time in the company's DSD Beverage business from a \$2.2 million loss in 1998/1999 to a \$5.2 million profit in 1999/2000.
- Revitalized the Sunny Delight DSD business from a four-year loss to a 20% profit margin.
- Created and led a multi-functional cost saving project that resulted in a 25% reduction in concentrate cost to bottling partners, as well as a 15% sales increase.
- Created a marketing strategy and plan for two national campaigns, resulting in sales increases of 25% and 15%, respectively versus prior year.
- Successfully negotiated alliances with major sporting leagues, teams and players, which led to sales increases ranging from 5% to 28% versus prior year. Alliances included the National Football League, the Cincinnati Bengals, the Carolina Panthers and Brett Favre.

### **National Business Development Manager – DSD Beverage, Juice Category (1998-1999)**

Led strategic planning and the sales and profit forecast of a \$427 million, 61 million-case DSD (Direct Store Delivery) Beverage unit. Developed and led the execution of the business unit's channel strategies for Mass/Drug/Club, Dollar, Food, C&G, Fountain, Vending and Schools for Hawaiian Punch and Sunny Delight soft drinks. Led the development of marketing and incentive programs in the soft drink, non-carbonated category. Trained and developed a national sales force of 28 account executives and new members of the DSD multi-functional team.

- Developed with the DSD multi-functional team an innovative incentive program with Pepsi, which grew the Hawaiian Punch fountain segment by 31% versus the prior year.
- Developed a School Channel program for Hawaiian Punch and Sunny Delight soft drinks, which resulted in sales growth of 32% and 15% versus prior year, respectively.
- Led the development of new packaging graphics and a change in juice content for Hawaiian Punch soft drinks, which resulted in a 15% sales increase versus the prior year.
- Developed national marketing programs for Hawaiian Punch and Sunny Delight soft drinks, which resulted in sales increases of 15% to 35%.
- Revitalized collateral promotional kits for sales managers and bottlers through new pricing and the development of new promotions and sales materials, saving \$500,000 on materials.

### **Account Executive – Paper Products, Chicago, Illinois (1996-1998)**

Managed an 800,000-case, paper products business with \$25 million in sales, with Dominick's and Omni Stores in the Chicago metro area. Worked with category managers, analysts and vice presidents in a consultative approach, increasing sales, market share and profits. Selected by Dominick's to lead a team that included more than 100 company and supplier resources, which increased consumer satisfaction and improved store in-stock position.

- Achieved "Top U.S. Account Executive" in increased sales by 32% (275,000 cases) and "Top U.S. Account Executive" in increased share points from 39 to 46 share in a two-year period.

## **The Procter & Gamble Company, Continued**

- Developed a category review process, which resulted in a double-digit growth for seven categories.
- Managed a project team that developed a forecasting tool for Dominick's, which increased sales by an average of 20% per category and reduced out-of-stocks by 30%.

### **Account Executive** – Laundry & Cleaning Products, Chicago, Illinois (1994-1996)

Managed a \$40 million sales territory and seven full-time Account Managers in a five-state region for all wholesale and non-chain Drug Channel businesses. Held key account responsibility for the two largest accounts in the region, Central Grocers and Certified Grocers.

- Increased sales by more than 40% (one million cases) in a three-year period.
- Developed a category review process for Central Grocers and Certified Grocers, which increased sales by 25% and 15%, respectively.

### **Unit Manager** – Health & Beauty Care Retail Operations, Chicago, Illinois (1993-1994)

Managed and developed a regional sales and marketing organization with 22 sales representatives that penetrated retail accounts. As Diversity Facilitator, conducted three-day training sessions at different locations throughout the company. Managed the intern program, providing training in office operations, field sales and marketing.

- Developed a first-ever, direct store delivery program for health & beauty care items, which resulted in an increase of 35% in sales and 120% in brands-on-display.
- Developed and implemented a plan that increased store coverage from 40% to 85% and resulted in a 55% increase in sales.

### **Unit Manager** – Food Beverage Products, Chicago, Illinois (1992-1993)

Managed a \$20 million sales territory and three full-time sales representatives in a two-state region. Held key account responsibility for the two largest accounts in the region.

- Increased the sales volume of each account by 150%.
- Led the redesign efforts that increased coverage of wholesale supplied stores to 90% ACV.

### **Market Field Representative** – Health & Beauty Care Retail Operations, Chicago, Illinois (1992)

As Assistant to the District Manager, developed a field-training program for office-based employees. Trained new employees in field sales and marketing.

- Ranked #1 Market Field Representative in the Chicago Market and #2 in the U.S.
- Developed a turnkey training program that was expanded nationally.

### **Sales Representative** (1989-1992)

Health & Beauty Care (H&BC) Retail Operations, Chicago, Illinois (1991-1992)

Food Division, Milwaukee, Wisconsin (1989-1991)

Managed a 200-store retail territory as well as increased H&BC sales by 75% and Food sales by 35%. Hired, trained and developed merchandisers and sales representatives for both business units.

### **Field Advertising Manager** – Food Products, Houston, Texas & New York, New York (1986-1988)

Conducted tests on new SKUs, promotions and merchandising. Interviewed demo agencies and trained demo employees. Increased sales on new items by 70%, leading the U.S. sales for the company.

## **EDUCATION**

**Northwestern University, J.L. Kellogg Graduate School of Management, Evanston, Illinois**

**Master of Business Administration, Marketing, International Business & Management Strategies, 1997**

**Marquette University, Milwaukee, Wisconsin**

**Bachelor of Science, Business Administration, Emphasis in Finance, 1986**

## HONORS, AWARDS AND RECOGNIZED ACHIEVEMENTS

### Disney:

- Led the two top retail growth accounts, Kroger (+76%) and Walgreen's (+57%), 2007
- Best packaging award –101 Dalmatians Puppy Pads by the Private Label Manufacturers Association, 2007
- Best packaging award – Muppets Kids' Cutlery by the Private Label Manufacturers Association, 2007
- Led the two top retail growth accounts, Kroger (+95%) and Walgreen's (+88%), 2006

### Webvan:

- Most profitable division in the company, 2001

### Procter & Gamble:

- Delivered first ever profit for Sunny Delight soft drinks (-\$2.2 million to \$5.2 million), 2000
- Gold Award winner (Top 5 in the U.S.) for Customer Business Development, 1998
- Best shelf sets in the U.S. – Paper Products Division – 3 out of 4 quarters, 1998
- Gold Award winner (Top 5 in the U.S.) for Customer Business Development, 1997
- Best shelf sets in the U.S. – Paper Products Division – 4 out of 4 quarters, 1997
- Silver Award winner (Top 10% in the U.S.) for Customer Business Development, 1996
- Most valuable team member – Team 64, Midwest Team (team of 75 members), 1996
- Unit Manager of the year award – Team 64, Midwest Team (19 Unit Managers), 1996
- Silver Award winner (Top 10% in the U.S.) for Customer Business Development, 1995
- Silver Award winner (Top 10% in the U.S.) for Customer Business Development, 1994
- Unit Manager – Rookie of the Year award – Chicago Market (65 Unit Managers), 1993
- Ranked # 2 Market Filed Representative in the U.S. (130 in the U.S.), 1992
- Ranked # 1 Market Filed Representative in the Chicago Market (20 in Chicago), 1992
- Sales Representative of the Year – Chicago Market, 1991
- Sales Representative of the Year – Chicago Market, 1990
- Ranked # 1 Field Advertising Manager in the U.S. (65 in the U.S.), 1988
- Ranked # 2 Field Advertising Manager in the U.S. (87 in the U.S.), 1987

Disney Magic Selections – Kroger Exclusive Kid’s Brand – Launched 2006



Exclusive launch at 2,500 Kroger stores nationally.

- 75 SKUs at launch
- Currently at 250 SKUs
- Average weekly \$1.7 million retail sales!
- First-ever Direct-to-Retail Program by Disney
- Major national coverage in more than 100 publications including cover stories in *Brandweek* and *Private Label* magazines.

## Kroger Exclusive Pet Brand – Launched 2005



**Exclusive launch at 2,500 Kroger stores nationally.**

- 35 SKUs
- Average weekly \$800,000 retail sales!
- First-ever Direct-to-Retailer Program
- *Old Yeller* and *Aristocats* franchises exclusive to Kroger!

## Grocery & Drug Channel Consolidator Program

### Cars Merchandise Distribution Grocery & Drug Channel

#### Licensee Recap

Participating LOB's	Merchandise Examples	Grocery Sales	Drug Sales
Toys Stationery FHB Home	 Plush  Bubble Bath  Games	<b>\$10M Retail</b>	<b>\$4M Retail</b>

#### Interstate Promotion Recap



Retailer	Display Type	# of Displays	Display SRP	Total SRP
Kroger Houston	Mini Tower	125	\$1,525	\$190,625
Shaws	Mini Tower	143	\$1,525	\$218,075
Albertsons	4-Way	254	\$2,235	\$567,690
Winn-Dixie	Asstd.	657	\$2,000	\$1,314,000
Brooks/Eckerd	Mini Tower	385	\$1,525	\$587,125
Other	Asstd.	175	\$2,508	\$439,000

- ✓ Timing: November 2006 – Tie-in with DVD
- ✓ Focus on turn key product displays
- ✓ All displays have X-LOB product

**\$3.3M Retail**

**\$17.3M Total Retail**



### Incremental sales in the Grocery & Drug Channel.

- A quarterly program currently realizing \$20 in retail sales.
- Sold to 7,000 grocery stores.
- Sold to 5,000 drug stores.
- This new program utilized a nationwide consolidator extending maximum reach into each channel.

## Walgreens Seasonal Programs 2007

### Back to School Program - 2007

Stationery		Home
 <p>Novelty Pens</p>	 <p>Pencils w/ Toppers</p>	 <p>Melamine (Plates, Bowls and Tumblers)</p>
 <p>Book Covers</p>	 <p>Portfolios</p>	 <p>Softlines</p>
 <p>Notebooks</p>		

### Holiday - 2007

Home	Stationery
 <p>Lighted Window Signs</p>	 <p>Slim Line cards</p>
 <p>Lighted Window Signs</p>	 <p>FHB</p>
 <p>Light Strand</p>	 <p>Seasonal Candy</p>
 <p>Stockings</p>	
 <p>Tree Topper</p>	
<p>Additional Categories</p> <ul style="list-style-type: none"> <li>• Airblowns</li> <li>• Window Clings</li> <li>• LED Candles</li> <li>• Driveway Stakes</li> <li>• Ornaments</li> <li>• Wall Decor</li> <li>• Villages</li> <li>• Mini Stockings</li> </ul>	











- Examples of SKUs developed for first-ever displays at Walgreens!
- Developed 400 SKUs that generated \$76 million in incremental retail sales!

## Walgreens Key Programs 2007

### Toy Make-Up

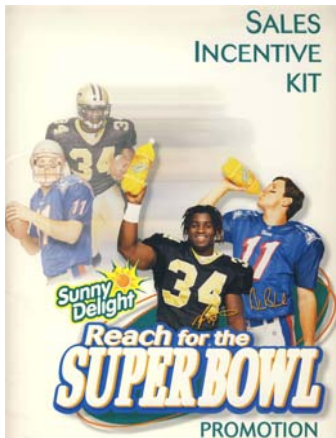
Toys			
 <p>2007 \$5.99 Promo</p>	 <p>2007 \$9.99 In-Line</p>	 <p>2007 \$3.99 In-Line</p>	
 <p>2008 \$5.99 Promo</p>	 <p>2007 \$5.99 In-Line</p>	 <p>2007 \$5.99 In-Line</p>	 <p>2007 Halloween</p>
<p>From 1 SKU to 26 SKUs in a two year period</p>			

### Waterball Rotation

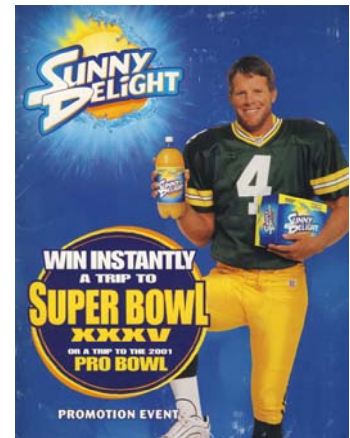
Spring	Fall Promotional	
 <p>\$3.99 45MM Mickey</p>	 <p>\$3.99 45MM Mickey &amp; Pooh</p>	 <p>\$3.99 Roly Poly Pixar &amp; Mermaid</p>
 <p>\$3.99 45MM Pooh &amp; Mickey</p>	 <p>\$3.99 45MM Princess</p>	 <p>\$3.99 45MM Pooh &amp; Mickey</p>
		
		
		
		 <p>\$14.99 100MM Snow Motion with Sound</p>
<p>From 50,000 pieces to 1,000,000 in a three year period</p>		

- Examples of SKUs developed for key Walgreens programs!
- SKUs sourced from 23 Asian factories, exclusive for Walgreens!
- Developed 1,100 SKUs in consumables, toys, stationery, seasonal and home décor.

## Procter & Gamble's Trade and Channel Marketing 1998-1999



- Negotiated an alliance with the NFL – Sunny Delight, Official Drink of the NFL!
- Sales increased by 25% & 28% in 1998 and 1999, respectively!
- First-ever national promotions for Sunny Delight soft drinks.



- Negotiated an alliance with Brandy Chastain, U.S. Olympic Soccer Team!
- Sales increased by 21% in 2000!
- First-ever national Spring promotion!
- Developed a School Channel Program that yielded a 45% sales increase.



## Webvan's Chicago Market – Weekly Insert Ad 2000

ww webvan.com  
The World's Market At Your Doorstep

Kings Hawaiian Dinner Rolls 12 ct. 9oz. 2/\$3.00 Buy 2 Save \$ .08	Crisco Vegetable Oil 48 oz. 96. \$1.29 Save \$ .90	
Kraft Shredded Cheese Assorted Varieties Buy 2 Save \$2.18	COCA-COLA Products 12 pk. 12 oz. cans Coke 3/\$8.00 Buy 3 Save \$3.99	Stove Top Stuffing Mix Selected Varieties \$ .99 Save \$ .90
Baked Assorted Cookie Platter Serves 8-10 \$15.95 Save \$4.00	Minute Maid Orange Juice Premium and Calcium Fortified 109 oz. \$3.99 Save \$2.30	

ww webvan.com  
The World's Market At Your Doorstep

- 100% Satisfaction Guaranteed
- Convenient Delivery Windows
- Everyday Grocery Store Prices
- Free Delivery – No Tipping

**Holiday Meal Solution Center**

<b>TURKEY</b> FRESH Perdue ALL SIZES \$4.39/lb. FROZEN Butterball ALL SIZES \$1.19/lb. PRECOOKED Wampler 10-12 COOKED WT. \$24.75/ea. SIDE DISHES • Herb Stuffing • Green Bean Casserole • Mashed Potatoes • Bread Pudding • Sweet Potatoes • Apple Crisp • Turkey Gravy • Cranberry Sauce AlaCarte \$3.25 to \$6.95 Each	<b>FLORAL</b> 4\"/> Traditions of Christmas Boquet \$5.99 <b>GIFT FRUIT BASKETS</b> Prices Vary \$19.99 to \$29.99	<b>HAM</b> CURE-81 \$3.99/lb. SPIRAL SLICED \$2.99/lb. CUREMAST \$3.99/lb. <b>VEGETABLES</b> FRESH Green Beans \$0.99/lb. Broccoli \$0.99/lb. WHOLE Baby Carrots \$0.89/lb. <b>Premium Meat, Poultry &amp; Seafood</b> CROYVAC HALF BONELESS PORK LOIN ROAST
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**Feature Item of the Week**  
FRESH EXPRESS GARDEN SALAD

**Grocery**  
RITZ 14.3-18.0 OZ. TRISCUIITS, NICKELLES, WHEAT THINS, BETTER CRISPER, CRISPER IN A BASKET OR VEGETABLE THINS, NAVARRO SNACK CRACKERS

- Developed the first-ever insert ad for the company's Chicago market!
- Increased total orders by 22%, while improving the average order size from \$92 to \$108!