

JACK JEFFERSON
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A highly successful brand management professional who has launched more than 100 products that have generated \$750 million in sales with profit margins of up to 70% in the food and beverage, video game, toy, office products, apparel, accessories, and entertainment industries.

Expertise includes outstanding new product development, brand strategic planning, negotiations, P&L, advertising, media, promotions and packaging skills.

EXPERIENCE

Panasonic, Culver City, California

1996-2007

Director of Marketing (2000-2007)

Led a team responsible for the growth of Sonic's PC Games and Learning & Creativity product categories, targeting kids 4-12 and adult gamers 13+. Responsible for a \$15 million annual marketing budget, including strategies and execution of advertising, promotions, web and packaging.

- Led the development of 2004-2007 long-term product strategy and planning for Panasonic's PC products, a \$50 million vertical business, including P&L, product planning, and marketing strategies and execution.
- Championed a new launch of Panasonic Interactive's business into a core 15-34 game demographic segment based on the concept and redevelopment of the *Puppy Sonic 2.0* gaming franchise, a former \$40 million business. This included product strategy, concept development, public relations, online, advertising and retail strategy for March 2004 launch.
- Initiated negotiations and executed exclusive co-marketing partnerships with Intel and Nvidia for *Puppy sonic 2.0*, including co-advertising, promotions, and an exclusive Intel-themed multi-player level.
- Initiated the negotiation of and executed McDonald's first promotion with PC games, featuring a national *Awesome Kids Meal* TV promotion of 10 million Sonic Interactive *Fantasy Planet* game samples to be launched November 2007.
- Drove the development and successful launch of the new *Premiere Panasonic* line of interactive games in collaboration with Panasonic Channel's marketing and programming departments. Panasonic garnered 15% of the edu-tainment market in 12 months, representing \$5 million in new revenues.
- Executed integrated marketing campaigns for the *Panasonic Learning* and *Pan Pound, Inc.* product lines, including TV, radio, print, web, public relations and retail programs, generating \$20 million in revenue for FY 2002.
- Developed long-term, global franchise product planning and development strategies for kids video games, including game design and planning for the critical *Sonic* franchise.
- Worked closely with Product Development in planning game concepts and feature/functionality, ensuring that products offered innovation, quality and clear points of differentiation to consumers and retailers.
- Executed Panasonic's largest ever promotional launch for a game, featuring 20 million game "prequels" for *Spot: The Hungry Sonic* distributed via Kellogg's, Panasonic theme parks, home video and magazines.

Director, Global Studio Development (1999-2000)

Developed Panasonic's entertainment merchandise business, including animated films, live action films and TV.

- Built relationships with Panasonic Studios, Panasonic Feature Animation, producers and directors, including evaluating new properties and guiding the design and product review process.

JACK JEFFERSON**Page Two****Panasonic, Continued**

- Worked with creative directors guiding creative development for merchandise programs, including style-guides, marketing collateral materials, retail signage and advertising.
- Established a new global communication process that provided timely information and facilitated coordination across geographic regions and business units.

Senior Marketing Manager (1997-1999)**Marketing Manager (1996-1997)**

Developed U.S. Licensing marketing programs for major animated film releases, including *Spot*, *A Sonics Day Out*, *Rover* and *Sonic Tails 2*.

- Co-led the development and presentation of the 1998 and 1999 National Business Plans, working with a cross-functional team from the Brand Marketing, Retail, Creative, Category and Finance Departments.
- Collaborated with the Category Management and Creative Departments to direct new product development and design direction.
- Co-developed and led the Licensing Department's first major qualitative and quantitative consumer research, investigating consumer purchase models and segmentation for character merchandise.
- Presented upcoming Panasonic film properties and recommended merchandise programs to all major retailers, including Wal-Mart, Kmart, Target, Sears and Toys 'R Us.
- Recommended the development and launch of the new *Panasonic Classics* merchandise line, based on animated film properties, including *Spot* and *Rover* to senior management.
- Created cross-promotional programs with Panasonic Home Video releases including *Spot Goes to Town*, *Rover Reads a Book* and *Spot's Picnic*.

B.L. Fisher Company, San Francisco, California

1994-1996

Product Manager

Managed the \$110 million Century product line of writing instruments. Directed new product development, P&L, pricing, packaging and trade class strategies with a \$3 million advertising and promotion campaign. Coordinated product forecasting with the manufacturing and sales departments.

- Conducted a strategic review of the Century product line leading to the discontinuation of more than 50 underperforming SKUs, the introduction of new high-value products and segmentation by trade class.
- Led the design and development of the new mid-priced Metropolis product line, managing a cross-functional team of engineering, industrial design, manufacturing, purchasing, research and sales professionals.
- Implemented the national launch of Metropolis with year-one sales of \$30 million. Developed quantitative and qualitative product positioning and target consumer research.
- Created and implemented integrated national advertising, marketing and merchandising plans.
- Worked directly with major national retailers, including Wal-Mart, Target, Staples, Office Depot and Costco, creating customized marketing support, promotions and exclusive products.
- Initiated development of the Fisher.com website in 1995 as a consumer and trade communication tool.

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Yummy Donuts Corporation, Boston, Massachusetts

1992-1994

Assistant Product Manager, Coffee and Bakery

Managed development and growth of the Yummy Donuts coffee business, representing \$250 million in sales.

- Initiated and managed new product development and market testing of the new Yummy Dark Roast Coffee. This included test-market sell-in, product education, advertising, packaging and product sampling.
- Recommended the national launch of Dark Roast Coffee to senior management, and led the subsequent \$7 million TV, radio and print media launch, including Yummy Donuts first national sampling campaign.
- Analyzed Yummy Donuts competitive positioning in the quick serve restaurant (QSR) coffee market. Proposed a national repositioning via a new brand advertising campaign.
- Developed a strategy that addressed the growth of the low-fat food segment, which resulted in the product design, market test and TV advertising of the new Yummy Low Fat Muffins.
- Led cross-functional teams responsible for development of 1993 and 1994 national coffee marketing events with 700-900 stores' participation.
- Worked directly with both external and internal advertising agencies to develop and produce four national television campaigns and numerous radio, print, outdoor, FSI and POP campaigns.
- Initiated and developed a range of research projects, including new concept testing, taste fulfillment, TV-ad pretesting, animatics, attitude, and usage and quantitative/qualitative product positioning.

ABC Corporation, Financial Systems Division, Richmond, Virginia

1986-1992

Account Manager

Developed business relations and sold PC systems, networks, mainframe systems and ATMs to 40 banks in the Western Virginia region.

- Designated the #1 Account Manager of the Southeast Region in 1987 and 1988, achieving 270% and 290% of quota, respectively.
- Recipient of the ABC National Sales Award, Top 20 Account Managers in North America in 1988.

EDUCATION

University of Virginia, Darden Graduate School of Business Administration, Charlottesville, Virginia

Master of Business Administration, 1992

Washington & Lee University, Lexington, Virginia

Bachelor of Arts, Economics, 1986