

Highly accomplished, growth-minded business leader with proven capabilities in omni-channel marketing, D2C, D2B, ecommerce and brand management. Successful track record in designing and executing strategies and marketing plans that generate record-breaking levels of revenue, share and customer growth. Consumer centric and data driven marketer, skilled at identifying key insights and opportunities and bringing new ideas to market. Recognized for developing high performing teams and building organizational capabilities.

- **Brand Strategy** – Established the tea portfolio strategy for PepsiCo and led the relaunch of Pureleaf including positioning, brand story, logo design, new package development, media partnerships and new marketing campaign making it the #1 premium iced tea brand with +129% sales growth.
- **Digital Marketing** – Developed the comprehensive plan including a digital marketing ecosystem as part of the business transformation of Brisk, resulting in +12pts of market share and doubling Brisk sales making it a \$1B brand. Championed locally developed digital marketing content for paid channels and the Uniqlo USA website, resulting in higher engagement and conversion rates and a 2x increase in site traffic.
- **E-Commerce** – Accelerated growth of Uniqlo USA's e-commerce business through the introduction of several key initiatives including online digital gifting with GiftNow, a mobile-first design approach, improved site content organization and navigation and the addition of customer ratings/reviews. Partnered with key business leaders in driving the digital transformation for J.Crew Factory.
- **Innovation** – Introduced a new retail channel for Uniqlo with the launch of the Uniqlo-to-Go vending machines across several airports in the US. Products included were the Ultra Light Down packable jackets and Heattech tops to meet consumers' unexpected travel needs and to reinforce Uniqlo's leadership position in functional casual wear.
- **Talent Development** – Cultivated Uniqlo USA Marketing into a high performing team through education, training and the establishment of best practices helping the company to achieve +20% revenue growth and positive contribution profit for the first time in 10 years. Recruited and developed the Pepsi-Lipton partnership marketing team which contributed to capturing iced tea market share leadership for PepsiCo.

Transformational Solutions for Creating Brand Value and Revenue Growth

VIBRANT HEALTH

CHIEF MARKETING OFFICER

March 2021 – Present

Appointed to lead marketing, creative, education, and innovation for the company's portfolio of superfoods and nutritional supplements across all channels: retail, e-commerce and Amazon. Launched two new package innovations: U.T. Vibrance on-the-go stick packs and Green and Maximum Vibrance resealable pouches, providing consumers with more convenient and sustainable packaging solutions. Developed and implemented a new product development process including consumer testing and stage gate protocols to improve in-market success rate of new items. Partnered with sales to deliver new selling tools and in-store marketing collateral to increase brand visibility at shelf and to support product sell in as well as sell through. Expanded into new digital media channels and optimized branded content resulting in higher brand awareness, increased engagement and +38% growth YTD for e-commerce. Established the Viber community and brand advocacy program to reinforce Vibrant Health as a lifestyle brand. In the process of introducing a consumer rewards program to drive loyalty and to further scale the company's e-commerce business.

MARKETING CONSULTANT

September 2020 – February 2021

Contracted to refine brand mission, positioning and communications strategy. Conducted consumer research and stakeholder interviews and leveraged key insights to inform workstream. Developed and designed the Vibrant Health brand book in partnership with creative director. The brand book has been utilized by internal employees and agency partners and has facilitated the company in conveying a more consistent brand message and image. Led the creation of the marketing and PR support plan for the Vibrant Health and Farmacy for Life product launch collaboration, which fused the worlds of science, nutrition and hip hop to inspire change through health education and access to affordable nutritional products.

MARKETING CONSULTING

November 2019 – August 2020

INDEPENDENT MARKETING CONSULTANT

Provided professional marketing consulting services to small and mid-sized businesses. Projects included developing marketing strategies and new product launch plans, positioning and brand identity initiatives, assessing digital media strategies and tactics and providing recommendations for improvement as well as website performance evaluation and optimization.

J.CREW GROUP, New York, NY

July 2018 – October 2019

VICE-PRESIDENT, HEAD OF DIGITAL AND RETAIL MARKETING

Recruited to lead E-Commerce and Retail Marketing for the \$565M J.Crew Factory business. Made enhancements across all brand communication channels including website, paid and owned digital media, SEM/SEO, email, affiliate marketing as well as print and outdoor media in support of jcrewfactory.com and the retail outlet stores. Established a performance driven culture resulting in improved demand, traffic and conversion. Led a team of 5 direct reports and an extended team of 12.

- Achieved annual business goals of driving 2% gross margin dollar improvement and hitting EBITDA and omni-sales targets for fiscal year 2019.
- Drove expansion of website to 45% of total business (+8%) via new CRM programs, introduction of J.Crew Rewards loyalty exclusive offers, and improved customer journey experience including better checkout, new filters and enhanced navigation features.
- Achieved significant improvement in email performance and engagement with open rates of 16% to 18% vs. 9% in 2018, traffic +5% and revenue demand from email +8% YoY.
- Delivered digital media cost efficiencies of \$1.5M for H2 2019 (+\$3MM annualized) via optimized key word and SEO strategies, improved audience targeting and implementation of spend caps while still delivering positive performance KPIs: paid traffic +4%, paid demand +2% versus prior year.
- Championed new multi-touch attribution model to drive improvement in digital marketing strategies and investments and helped to elevate the digital IQ of the organization.
- Led creative team in the development of a brand book for clear articulation of our brand positioning (voice, style, and point of difference benefits). Launched new brand campaign "For the Love of Shopping" resulting in higher engagement across all digital marketing assets and channels.
- Identified key customer insights that informed promotional messaging and brand communication for website and in-store application resulting in an improved customer shopping experience.
- Developed digital marketing capabilities of team members and established weekly digital marketing KPI reporting for the business.

UNIQLO, New York, NY

February 2017 – July 2018

VICE-PRESIDENT, HEAD OF US MARKETING

Accountable for the total portfolio of apparel and accessories for Uniqlo USA with a budget of +\$30M and marketing team of 15. Led the bi-annual seasonal marketing plan development and execution. Adapted the Global strategy and marketing tools to meet the needs of the U.S. market. Created locally developed digital content, marketing programs and PR events to increase awareness of Uniqlo, acquire new customers and drive sales of its core products and designer collaborations. Partnered with Global Design team to identify new innovation and product line opportunities for the US market. For H1 fiscal year, delivered +17% sales growth and +20% in customer transactions / foot traffic.

- Partnered with Global Creative and Product Teams to create US based digital marketing campaign for Uniqlo's technology based innerwear and activewear (AIRism and Heattech) resulting in increased penetration and awareness across the men's, women's and kid's businesses.
 - Led the Uniqlo USA denim brand story development, influencer marketing campaign and PR event showcasing Uniqlo's Jeans Innovation Center, resulting in high content engagement, increased followers across social media platforms and increased sales +10% vs forecast.
 - Led large cross-functional team in the introduction and marketing of the Uniqlo App for the US market.
 - Led the development and launch of the Uniqlo-To-Go Vending Machines in select airports in the U.S. reinforcing its positioning as a leader in functional casualwear and resulting in +10% increase in brand awareness and +5% increase in household penetration.
 - Supported strategic partnerships across art, lifestyle, entertainment and sustainability (i.e. MoMA, Disney, Murakami, KAWS, Jeans Innovation Center) exceeding targets for awareness, engagement and sales.
 - Implemented large scale events and omni-channel marketing initiatives to drive sales of luxury designer collaborations including: Christophe Lemaire, JW Anderson, Ines de la Frassange, Alexander Wang, Tomas Maier and Hana Tajima.
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PEPSICO, Purchase, NY

VICE PRESIDENT OF MARKETING, FLAVORED CARBONATED SOFT DRINKS

2014 – 2016

Selected to lead Flavors team and a \$1B+ portfolio of brands. Accountable for a marketing team of seven and larger cross-functional group with annual budget of \$30M. Led large steering committee on development of new lemon lime proposition. Partnered with Latin America marketing team in co-creating a beverage innovation pipeline to address growing Hispanic opportunity in the U.S.

- Developed 3-year strategic business plan for flavored-carbonated soft drink portfolio to boost revenue 20%.
- Developed turnaround strategy to reverse declining sales (three year CAGR -10%) for Lemon Lime business and to capture two share points worth as much as \$50M.
- Accelerated decision process and secured approval to launch new Lemon Lime to hit 2016 shelf resets.
- Led strategy, brand positioning, graphics redesign and new communications for Hispanic targeted, regional flavored CSD brand resulting in +18% increase in sales.

VICE PRESIDENT OF MARKETING, HYDRATION

2013 – 2014

Promoted to Marketing Leadership Team on Hydration to improve PepsiCo's competitive position in the bottled water category. Managed \$25M annual marketing budget and 7 member marketing team. Led the revitalization plan for Aquafina. Drove innovation development and delivered a comprehensive global water strategy.

- National Drink Up campaign and in-store marketing execution resulted in Aquafina outpacing the category with 7.5% increase in volume sales and 6.4% increase in dollar sales (or \$56M).
- Influenced leadership team and negotiated a 15% increase in innovation funding for the water business.
- Developed and commercialized new prestige water in a proprietary bottle for test market launch.

SENIOR MARKETING DIRECTOR, PEPSI-LIPTON PARTNERSHIP (JV)

2009 – 2012

Promoted into role to lead all PLP brand building marketing for US and Canada. Accountable for annual retail sales of \$2.5B, A&M budget of \$56M and joint venture team of six. Architected a tea portfolio strategy. Led integrated global marketing campaigns for Brisk and collaborated on adaptation for other markets. Drove cutting-edge marketing programs that included partnerships with high profile celebrities, music and entertainment properties. Re-launched Pure Leaf as a premium iced tea and led marketing execution of "For the Love of Leaves" campaign.

- Improved performance for all brands and achieved ready-to-drink iced tea share leadership in 2012.
- Developed the strategic marketing plan and innovation roadmap for the Brisk brand resulting in making it a \$1B brand and gaining 12.6 market share points in the convenience channel.
- Relaunched PureLeaf which generated 129% sales growth and contributed over \$100M in annual revenues.
- Established promotional partnerships with Warner Bros., Lady Antebellum and Pandora resulting in a 36% increase in single serve sales and three times growth in web traffic for the Lipton iced tea brand.

MARKETING DIRECTOR, MOUNTAIN DEW

2006 – 2009

Promoted to lead marketing and strategic business planning for PepsiCo's second largest carbonated soft drink brand. Implemented marketing plan including store merchandising, consumer loyalty, sports marketing events, advertising and licensing. Spearheaded strategic partnerships with media companies, production studios and independent film-makers to develop digital content and programs. Pioneered a new digital marketing platform and created a game-changing lifestyle strategy to increase cultural relevance and sales among male Millennials.

- Halted sales momentum of competitor Vault resulting in discontinuation in 2011.
- Delivered first-to-market digital gaming experience for consumer co-creation of new limited edition flavors of Mountain Dew and exceeded sales forecast by 28%.
- Created the Green Label lifestyle marketing platform reinforcing Mountain Dew as a youth lifestyle brand.
 - Drove 30% increase in web traffic, 100% growth in Facebook following and achieved significant improvement in brand health up to +5% points across all key metrics as measured by Millward Brown.

SENIOR MARKETING MANAGER, INNOVATION

2003 – 2006

Promoted and assigned to develop new beverage solutions within white space segments for PepsiCo. Led innovation project to identify alternative business opportunities. Spearheaded development and launch of a new, first-to-market ambient flavored milk in a plastic bottle. Served as lead marketing liaison between PepsiCo and Ocean Spray. Managed team integration and concept development for new beverage ideas for Ocean Spray.

- Achieved scale commercialization of new flavored milk within a year and generated \$20M in revenues.
 - Drove seamless integration and acquisition of Ocean Spray brand assets resulting in getting two new product ideas into test within nine months of M&A deal completion.
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MARKETING MANAGER, PEPSI AND NATIONAL PROMOTIONS

1999 – 2003

Responsible for brand positioning, communications and retail programming. Led multi-disciplinary task force to revitalize flagship Pepsi brand by developing and implementing a contemporary, high-impact, new visual identity.

- Established new visual identity exceeding benchmarks on shelf impact and relevant equity associations.
- Strengthened brand positioning, resulting in Pepsi securing the NFL partnership rights from Coca-Cola.

REVLON, New York, New York

1996 – 1999

ASSOCIATE / ASSISTANT MARKETING MANAGER - COLOR COSMETICS

Led marketing and innovation efforts on Revlon Eye, ColorStay Lipcolor and Age Defying makeup. Created on-trend, fashion-forward, mass-prestige image and achieved number one market share position in color cosmetics.

Education**Digital Marketing Strategy, Analytics & Automation Certificate**, Northwestern-Kellogg Executive Development (8/20)**MBA, Marketing**, Columbia University - Columbia Business School, New York, NY (1996)**BS, Finance**, New York University - Stern School of Business, New York, NY (1992)

Awards and Honors

Harvard Business School – Co-author of the Lipton-Brisk HBS case study on digital strategy and guest lecturer

2015 PepsiCo Performance with Purpose Award Winner for Talent Sustainability

Adweek – "The 20 Most-Shared Super Bowl Spots of All Time" (Brisk/Eminem)

Beverage World – BevStar Special Achievement Award, Social Media/Marketing (Lipton Brisk)

Beverage Industry Magazine - Best Package (Mountain Dew)

Language Skills

Proficient in Spanish