

## ... EXECUTIVE PROFILE ...

**Sales, Marketing, and General Management Executive** with significant experience in both large and small consumer packaged goods companies across multiple channels in both mainstream and natural/organic food categories.

Inspiring leader best known for ability to create, motivate, and empower cross-functional teams to develop and launch over 100 new products in the last 10 years.

Transformational change agent who created and led plan to transform a 100-year old company from a maintenance strategy to one of nimble, quick innovation.

Humble Servant dedicated to serving in multiple volunteer organizations and causes.

## ... OBJECTIVE ...

I'm interested in developing and growing a business. I have a clear strategic mind. I'm able to determine what needs to be done, and then get my hands dirty executing.

For the last two years, I've played in the entrepreneurial sandbox. I love the scrappy, fast-paced, unpredictable nature of being an entrepreneur, but it can be isolating at times, and I'm the consummate team player, thus why I'm looking at joining a team again.

I'm fast-paced, love learning new things, and not afraid to put myself out there. My favorite thing in the world is people - I love meeting new people, coaching our next generation, and hearing life stories. I delight in managing diverse teams and coaching team members to reach their full potential. I think one of my strongest assets is I listen well.

I can't imagine being in this world without my hair on fire -- building a business, helping others, creating something from nothing, learning something new, pushing myself.

## ... CAREER HISTORY & ACCOMPLISHMENTS ...

### Martin Dollhouses, Inc.

#### Owner

2016 – Present

Purchased a 25-year old toy and heirloom dollhouse business called Martin Dollhouses, and relocated it to Texas. Responsible for all aspects of the business — creative design, engineering plans, woodworking, assembly, logistics, marketing, and sales. Through research, I created proof-of-concept, running them like a personal R&D lab.

It's been a life-long dream to own my own business. It's an absolute bonus to have it touch all the areas I love — construction, home design, interior decorating, sewing, upholstery, furniture building, woodworking, and creating. My hobbies now have an outlet, and through this business, I keep myself current on SEO, website development, and the ever-changing realm of sales and marketing.

### Ninveth Publishing, Inc.

#### Principal

2015 – Present

Launched a book publishing company to publish my husband's first novel. I did everything from editing, graphic design, page layout, electronic publishing on Amazon, and printing a softcover book. Used Calibre, Sigil, and Scrivener; converted book to all formats, including MOBI, EPUB, AZW and PDF. I have worked with several folks in advising and publishing their works.

### Forward Foods, Inc.

#### General Manager for Start-Up

2013 – 2015

#### Business Development

*\$40M Protein-Based Snack Company (Detour Bar)*

#### General Manager for Start-Up Division

- Developed, launched, and managed all aspects of a weight management nutrition protein bar. Responsible for all aspects, including P&L, strategic plan, marketing and sales plan, research, and all execution components. Company was a separate LLC from \$45M parent company. Reported to Chairman of the Board.
- During first four months, secured 9,000 Facebook fans and average sales of \$3,000/month. Product was just taking off when we collectively decided to divert cash to support a new product under the base business.

#### Business Development & Special Projects Executive

- Responsible for developing new business at Costco, Sam's, Walmart, Target, and Food Service.
- Responsible for all brand consumer research. Reported to the CEO.

*Multiple interim executive positions*

**Vice President of Marketing & Innovation (Interim) – Raybern Foods, LLC**

- Provided strategic leadership and direction to Private Equity Group and CEO of \$55M frozen food company.
- Developed and launched first-ever marketing programs, including Facebook/social media programs, couponing, consumer promotions, Nielsen evaluations and tracking, planning, and detail budgeting.  
Developed stage gate process for new product development. Conducted company's first consumer research (A&U) and sensory/concept testing.
- Hired Director of Marketing as permanent replacement.

**Joint Commercialization Team Leader for food technology start-up**

- Developed business plan to bring new food technology to market in the U.S. in 2013 in the ice cream and yogurt space.

**Mentor & Coach to Newly Promoted Director of Marketing**

- Trained and coached new Director focusing on management techniques for team of five; planning and prioritization; time management; accountability, performance plans and measurements; models of leadership. Special focus to move perfectionistic graphic designer to a strong Marketing Director with a larger scope of responsibility.

**Bell-Carter Foods, Inc.**

**Vice President Marketing & Innovation**

2007 – 2012

*\$200 million branded (Lindsay) and private label olive company.*

Responsible for New Products, Innovation, Consumer Marketing, and Trade Marketing. Responsible for development of annual operating plans, strategic long-range plans, new product development, marketing and sales tactical plans, pricing, trade marketing, and execution. Report to CEO; one of five Executive Team members running Company.

- Oversaw and created cross-functional strategic plan transforming 100-year private label strength into a dual, brand and private label strategy, resulting in capturing the number one brand position and diversifying portfolio.
- Led conceptualization, development, and launch of first new products in decades, resulting in new products contributing 65% of brand's growth.
- Spearheaded company-wide transformational change across all functional groups utilizing common goals and clear objectives, ensuring buy-in to new vision resulting in a faster, more nimble branded Company.
- Steered rebranding and repositioning of brand, developing long-term equity-building programs, and delivering a 5-year strategic plan. Achieved the only brand growth in category for last 3 years.
- Developed, created, and mentored Company's first-ever departments and expertise in consumer marketing, customer/trade marketing, sales planning, new products, category management, shopper marketing, social media, and interactive marketing.

*Private Equity-owned \$60 million Natural/Organic Food Company.*

Responsible for Consumer Marketing, Innovation, and Trade Marketing. Responsible for development of annual operating plans, strategic long-range plans, P&L, new product development, marketing and sales plans, financial analyses, pricing, and product margins. Reported to CEO.

- Generated turn-around strategy for declining Chocolate business, including new products, advertising, and sales plan. Reversed double-digit decline to +25% in one year with a 3-market-share point gain.
- Created and led plan for Nut Butters, resulting in 1.5 point share growth in 6 months and 4 points over 3 years. Led development and execution of new products, achieving 12% sales growth and 33% margin improvement.

### Imagine Foods, Inc.

#### **Executive Vice President Sales, Marketing & HR**

1999 – 2003

*\$80 million Natural/Organic Food Company best known for Rice Dream Beverages.*

Responsible for strategic plans, P&L, marketing/sales plans, financial analyses, pricing, trade marketing, new products, HR policies, and performance management. Reported to President/Owner.

- Reversed single-digit margins to 30%+ margins over 2.5 years with price increases and cost reductions.
- Led development and launch of 17 frozen desserts, attaining 70% stores stocking first year.
- Shaped offering memorandum, positioning Company for lucrative sale to Hain-Celestial Group.

### Power Bar, Inc.

#### **National Sales Director**

1998 – 1999

*\$135 million Energy Bar Company.*

Led cohesive Sales and Trade Marketing team of 36. Leadership role on Executive Operating Team to define P&L goals, new products, and company culture. Reported to CEO/President/Founder.

- Led launch of 27 new items in 8 channels within 3 months. Attained 80% retail distribution in 12 months across all channels.
- Reversed negative relationship with distributors through personal relationship building, changes in sales execution, and implementation of new distributor programs.

### The Quaker Oats Company, Inc.

#### **Director/Manager Positions**

1994 – 1998

**Group Manager Customer Marketing**

**National Customer Marketing Manager**

**Business Development Manager**

Progressed through several Customer/Trade Marketing positions to Director-level accountable for Business Unit's Go-To-Customer Plans. Responsible for national strategic and tactical programs with budget of \$45 million on \$360 million revenue. Hired, trained, and coached, team of Managers.

- Led engagement between Business Unit and Sales Organization at President Level driving alignment, identifying business issues, and capitalizing opportunities.
- Developed channel-specific programs for Grocery, Club, Mass Merchants, Drug, and C-Store customers for new snack bar brand, achieving \$45 million in 2 years, 40% above expectations.
- Conducted sophisticated analyses using IRI and ACNielsen data to determine trade promotion effectiveness, efficiency, profit, breakeven points, and pricing.

## Other Relevant Experience

Started consulting firm, **Meridian Consulting** ('90-'94) focused on helping entrepreneurs plan and start new businesses. Progressed through traditional field sales positions at **Quaker Oats** ('83-'88), ultimately reaching newly created national position to develop and launch Gatorade expansion to convenience stores.

## ... VOLUNTEER EXPERIENCE ...

### Board of Directors

Hill Country Senior Center 2017 – Present

### Community Outreach Director

Dripping Springs Presbyterian Church 2015 – Present

### Board of Directors

Dripping Springs Community Mission Partnership 2014 – Present

### Board of Directors

John Muir Hospital's Caring Hands Senior Program 2011 – 2013

### Rotary International

Co-Chair of Annual Fund Raisers 2011 – 2013

### Advisor

Pacific Community Ventures 2011 – 2013

## ... EDUCATION ...

### Master of Arts – Professional Writing

Maharishi International University, Fairfield, IA 1991

### Master of Arts – Philosophy

Maharishi International University, Fairfield, IA 1989

### Bachelor of Science – Business

University of Colorado, Boulder, CO 1983

## ... TECHNOLOGY SKILLS ...

Nielsen/IRI Analytics | Salesforce | Office Suite | Adobe Suite | PC and Apple | Social Media  
Book Publishing Software | CAD Basics | HTML/CSS Basic Skills | Wordpress