

Joe Jobscan

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PRODUCT & BRAND EXECUTIVE

CPG • RETAIL PRIVATE BRAND • OPERATIONAL EXCELLENCE • MANUFACTURING

Dynamic leader who energizes teams to deliver. Proven success developing strategies, leading product and brand development organizations across multiple, diverse industries.

Keen ability to navigate complex environments, deliver continuous improvement and maximize value.

EXECUTIVE EXPERIENCE

KROGER, CINCINNATI, OH
2020

MARCH 2012 - MARCH

DIRECTOR, PRIVATE OWN BRANDS

(NOVEMBER 2017 – MARCH 2020)

Led multi-billion dollar private brand sales across 180+ categories and 330+ manufacturers. Directing teams to deliver top quality, strategically differentiated solutions with innovative, timely and cost-effective results.

KEY RESULTS:

- ⇒ Delivered over 10% avg growth on \$3B sales by launching almost 2,000 enhanced and new product solutions
- ⇒ Optimized strategic analysis, product development and commercialization process for internal manufacturing teams
- ⇒ Developed overarching Own Brand teams to deliver unprecedented banner category competitive share by over 350bps
- ⇒ Established category management processes for Private Brands and integrated within merchandising organization
- ⇒ Built strategic supplier partnerships with exclusive products; achieving a 210bps market share growth in a declining market

DIRECTOR, NEW BRANDS, INNOVATION

(APRIL 2016 - OCTOBER

2017)

Established Brand Strategies for private brands across Grocery, Drug Store, Pet Care, Toys, Sporting Goods, and Chemicals. Developed targeted innovation portfolios integrating strategic business drivers, trends, consumer need states, competitive landscapes and business vision. Directed product, brand, marketing, sourcing, quality, culinary, compliance and strategic supplier partners to deliver brand and customer focused impactful product pipelines.

KEY RESULTS:-

- ⇒ Increased strategic market share goals by 25%
- ⇒ Implemented internal team member advocacy program increasing employee penetration over 15%

DIRECTOR, BRAND AND PRODUCT DEVELOPMENT

(NOVEMBER 2013 – MARCH 2016)

Built global teams; established brand and product portfolios by directing customer insights, analytics, business strategy, marketing, product development, quality and global sourcing teams to deliver meaningful solutions in Home and General Merchandise across 90+ categories and multiple business initiatives.

KEY RESULTS:

- ⇒ Developed and launched three new brands and refreshed six brands in 18 months

- ⇒ Created and executed strategic plans delivering 20% growth for home goods, small appliances, toys, camping and fitness
- ⇒ Established a streamlined go-to-market process with newly established global sourcing office

SENIOR BRAND AND PRODUCT MANAGER
2013)

(SEPTEMBER 2012 – NOVEMBER

Developed brand strategy, consumer insight and product teams for personal care, household cleaning, paper, drug, health & beauty care, pet food and pet care categories to deliver high growth programs. Integrated sourcing, product development, marketing, design, packaging, quality, regulatory and suppliers.

KEY RESULTS:

- ⇒ Established three-year product pipeline to deliver a 7% average growth rate on a \$600MM business
- ⇒ Data driven strategic business planning and enhancing overall process and project management

USA CHEMICALS, SEATTLE, WA

(APRIL 1998-MAY 2001)

GLOBAL BUSINESS MANAGER

Led business development, technical sales, innovation lab, product development; created strategic plans for North America and European businesses.

KEY RESULTS:

- ⇒ Drove \$13MM business unit with over 10% growth in a declining industry
- ⇒ Product portfolio analysis established several best-in-class value-based solutions

EDUCATION

MBA Marketing & Finance
1997

April 1995-December

Krannert School of Business at Purdue University, West Lafayette, IN

B.S. in Chemical Engineering, Top Honors
1990-June 1994

August

University of California, Berkeley, Berkeley, CA