

Marketing - Brand Management - Business Development - Global Business Process

Professional capable of immediate impact on organization's issues with respect to management, conception, development and implementation of strategic marketing programs designed to support tactical corporate planning, the evaluation of new opportunities to strengthen brand recognition and build a sustainable market presence, and the effective use of cross-functional relationships in support of new business development.

Summary of Qualifications

MBA with extensive professional experience in marketing & brand management, program development, building and expanding market presence, and working towards generating product awareness and driving traffic against highly competitive markets. Deep understanding of market needs and consumer/customer behavior with 10+ years experience in both B2C and B2B environments. Successfully rolled out business initiatives and defined strategies that increased market share, produced growth and enhanced profitability while building efficient operations and infrastructures to meet the demands of new growth. Seasoned strategist with outstanding record of success working for Fortune 300 company

Expertise and knowledge in areas such as:

- Marketing Strategy
- Global Brand Management
- Marketing & Sales Programs
- Brand Development
- Consumer & Trade Promotions
- Strategic / Organizational Planning
- Concept Development/Implementation
- Product Launch & Management
- International & Cross-Cultural Business
- Media & Public Relations
- Alliances / Partnerships
- Performance Analysis
- Staff Development
- Team Building & Training
- Merchandising

Selected Accomplishments

Developed and ***Implemented*** marketing plan that achieved market dominance (45% share in comparison to 20-25% share held by 2 largest competitors) for exclusive branding contracts while expending 40% less advertising resources than the competition.

Produced 46% increase in national sales and 27.8% growth in total market share within 6 months through leadership in rolling out launch campaign for a new brand. Captured 13.4% of the market and played pivotal role in regaining market leader position; increased core brand national sales 110%, regional market share 42%, and number of contracted outlets 43%.

Planned and ***Executed*** integrated tactical marketing programs. Successfully implemented a new strategy focused on providing business solutions for the traditional and emerging channels. Launched new products leveraging media, cost effective introduction strategies, innovation awards and concurrent PR campaigns.

Revamped branding strategy by creating a new vision and identity while redefining the brand communication strategy and increasing awareness and visibility; Improved exposure through celebrity endorsements strategic alliances, visual media shows and key industry event sponsorships such as the National Championship

Played pivotal role in regaining market leader position; increased core brand national sales 110%, regional market share 42%, and number of contracted outlets 43%.

Created and ***Implemented*** innovative "Brand & Street" strategy designed to increase brand message consistency and improved communication with consumers while realigning portfolio exposure in the marketplace.

Envisioned and ***Led*** development of a pioneering channel marketing concept that focused on concurrent promotional events and integrated marketing programs to heighten brand awareness.

Successfully managed and developed a team of 100+ direct & indirect reports spread in cross-functional teams in a matrix organization.

Professional Experience

IRINOX USA

2006-Present

Director of Marketing

- Built the marketing department and created the business-to-business US market brand strategy.
- Revamped branding strategy by creating a new vision and identity while redefining the brand communication strategy and increasing brand awareness and visibility. Developed training modules, sales demonstrations and other selling tools for reps, consultants, and key partners.
- Developed marketing collateral while focusing on increasing brand awareness and market penetration.
- Created the advertising strategy, media plan and allocated resources. Designed new ads and in-house direct mail campaigns. Coordinated several advertising agencies to develop new marketing projects.
- Designed and implemented Educational & PR campaigns through webinars, articles, conferences and seminars to industry professional associations. Improved exposure through key industry event sponsorships such as National Championship and by leveraging celebrity endorsements.
- Implemented co-op advertising with strategic industry partners by developing key complementary channel-based alliances. Launched new products leveraging media, cost effective introduction strategies, innovation awards and concurrent PR campaigns.

Attended MBA program and Advanced Post Graduate degrees at Rivier College

2002 - 2008

RJ REYNOLDS (Fortune 300, Industry leader with \$33.4 billion in annual sales)

1997 - 2002

Regional Field Marketing Manager

- Promoted to manage 100+ direct and indirect reports in 16 marketing teams throughout a large, geographically diverse region.
- Oversaw marketing, branding, promotions, merchandising, and special event business-to-consumer strategies for the retail, wholesale, national key accounts and hospitality/entertainment channels. Delivered 11% gain in channel contracts within just 3 months, achieving a sustained market edge in the face of increased competition.
- Piloted consumer, trade, and channel marketing campaigns that launched and achieved rapid market success for new brand. Built customer database through tactical marketing programs.
- Boosted sales and trial use of brands through creation of innovative sale-out mechanism that proved measurably more effective than classic sampling programs. Designed and implemented customer loyalty programs.
- Increased consumers' brand exposure and awareness while reducing marketing costs by developing co-marketing agreements with complementary strategic partners.

Regional Merchandising & Promotions Manager

- Supervised 79 direct/indirect-reporting staff. Secured strategic contracts with key accounts and oversaw marketing material supplier relationships. Managed brand awareness projects. Administered regional budget and advertising resources.
- Played pivotal role in regaining market leader position; increased core brand (Winston) national sales 110%, regional market share 42%, and number of contracted outlets 43%.
- Produced 46% increase in national sales and 27.8% growth in total market share within 6 months through rolling out launch campaign for a new brand. Captured 13.4% of the market.
- Executed 20 national and regional trade and consumer promotion campaigns, developed 68 special projects for targeted advertising, and orchestrated 566 special events.

Regional Field Marketing Supervisor

- Promoted and charged with dramatically increased scope of authority, including 3-fold budget increase and 68 direct/indirect reports in 12 marketing, promotion, and merchandising teams. Developed merchandising guidelines, promotional strategies, and product packaging.
- Implemented new "Brand & Street" strategy (personally developed in previous position) that increased brand consistency and improved communication with consumers.
- Heightened core brand market share 181% and boosted regional sales 10%.
- Orchestrated 14 special promotions, 143 targeted advertising projects, and 224 special promotional events.
- Doubled the regional marketing team, ensuring fulfillment of deadlines and continued business growth.

Additional positions held with RJ Reynolds include Regional Field Marketing Coordinator, Channel Supervisor, Merchandising Supervisor and Sales Analyst.

CONCRETE COMMERCE – Logistic Manager

1995-1997

Education & Training

M.B.A. in Marketing, Rivier College, Nashua, NH

Postgraduate Certificate in Marketing, Rivier College, Nashua, NH

Postgraduate Certificate in Management & Organizational Behavior, Rivier College, Nashua, NH

B.S in Computer Science, Politechnica University

Language skills: Fluent in English, Romanian, advanced in French with understanding of Spanish and Italian