

Most Recent Work Experience***Brand Manager, Nesquik and Seasonal*** ***Nestle Canada*** ***2021-Present***

- Promoted into bigger role looking after multiple different businesses, encompassing 6 brands (Nesquik, Nestea, Carnation, Starbucks, GoodHost & Nesfruta) across 4 categories (Cold Milk Modifiers, Hot Chocolate, Iced Tea & Liquid Water Enhancers) totalling over \$110mio in revenue
- Developed strategic road maps for each business requiring prioritization of cross functional and financial resources and included all elements of the Marketing Mix (Innovation Pipeline, Pricing Strategy, Consumer Targets, Consumer Promotion, Media Strategy & OMNI Execution), Sales Go-to-Market (Channel Strategy, Customer Trade, Sell-In Playbooks & Forecasting Demand and Supply) and PnL Considerations (Product Mix, Recipe Renovation & Packaging Rightsizing & Architecture)
- Worked with large Tier 1 agency teams briefing in new strategic projects (Starbucks by Nespresso launch from previous role, Carnation Hot Chocolate Melt Therapy & Nesquik Betweenages) that spread across multiple facets of Integrated Marketing Communications plans including TV, Digital, PR, XM, and Packaging

Brand Manager, Starbucks Coffee ***Nestle Canada*** ***2019-2021***

- Integrated Starbucks Retail Coffee into Nestle Canada after the Global Alliance was created between Starbucks and Nestle, specifically focussing on setting up basics of new RACIs and WoWs for Innovation, Creative Development, Seasonal Sales Execution, Consumption Reporting, and ongoing Steering Committees
- Expertly navigated complicated internal and external partner relationships while collaborating cross-organizationally to bring the Starbucks brand to life in Retail in Canada
- Led the launch of Starbucks by Nespresso for both Original and Vertuo systems that over the next 5 years will contribute over \$150mio in incremental revenue, increase Nespresso machine Penetration +10pts & grow the cost per cup in the category by on average nearly 15%

Brand Manager, Brand Build and Innovation, Beverages ***Kraft Heinz Canada*** ***2017-2019***

- Promoted to Brand Manager role after just over one year at Kraft Heinz Canada to position responsible for Innovation and Brand Building of Beverages Brands Portfolio (Including Maxwell House, Nabob, MiO)
- Leveraged category, shopper and consumer insights to define Innovation pillars for Maxwell House and Nabob to support the brand's objective of being #1 within their respective segments; developing concepts against those pillars with distinct propositions that solve consumer's needs and desires which resulted in a robust 3 year pipeline
- Actively commercialized new SKUs through the Innovation Process while leading projects across all 4 Ps including product development, pricing/trade strategies, shelving and listing sell in stories and IMC planning (and everything in between)

Senior Associate Brand Manager, Coffee ***Kraft Heinz Canada*** ***2016-2017***

- Successfully changed careers from Restaurant Manager into Brand Marketing
- As Senior Associate Brand Manager on Partner brand McCafé, helped grow the business from \$60 million to \$100 million through innovation (Highly incremental Costco SKUs (72ct Pods & 1.36kg R&G Tin)), On-Pack Value Add Cross Promotions (Monopoly, All Day Breakfast) and Equity campaigns
- Led a cross functional team consisting of R&D, Operations and Sales to launch 100% Compostable Pods for McCafé, while managing external partner expectations and supporting innovation with full 360 IMC including mass media, social and shopper marketing resulting in #1 new coffee SKU in 2017
- Showcased proficiency with Nielsen during Monthly Performance Reporting, leveraging data for storytelling and driving actionable insights

Education and Other Work Experience

MBA, Marketing	Schulich School of Business	2014-2016
Multiple Management Positions	Oliver & Bonacini Restaurants	2009-2014
BComm, Hospitality and Tourism	University of Guelph	2004-2008