

## KURT SMITH

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### GLOBAL MARKETING, BRANDING AND SALES EXECUTIVE Expertise in Building and Selling Brands for Accelerated Growth and Profitability

Astute marketer with a history of successfully growing trusted global consumer product brands (**Family Foods, Jones Social Expression Products, Breakfast Food Company**), as well as medical devices (**XYZ Orthopedic**). Passionate, dynamic change agent expert at launching new products, leading domestic and international teams, and turning around troubled businesses. Entrepreneurial team builder who motivates diverse groups to exceed market share, volume, and profit goals. Demonstrated achievements in the following areas:

- Strategic Planning
- Brand Building
- Marketing Premium Products
- Customer Marketing
- Sales and Profit Growth
- Social Media Leadership
- Consumer Insights
- International Expansion
- E-Commerce Expertise
- Product Development
- P&L Management
- Brand Repositioning

**FAMILY FOODS**, Cincinnati, OH 3/07 - Present

A \$900 million global branded, private label snack manufacturer and distributor.

#### Vice President of Marketing

Lead the marketing strategy on the XXX® and Family's® brands, as well as private label products. Utilizing deep consumer insights, designed pricing, promotion, social media, packaging, and event marketing strategies. Manage a Team of 14 Product Managers and Analysts, as well as relationships with digital, packaging, and sampling agencies. Oversees a \$15 million budget as P/L owner.

- Led the global repositioning efforts on branded products. Initiatives included product reformulations to all-natural ingredients, packaging redesign, new product launches, developing marketing campaigns, and gaining new distribution at global retailers.
- Launched three premium new products after conducting extensive consumer research. Collaborated with product development and engineering on food design, ingredient profiles, and nutritional claims. XXX was recognized as the 2012 Product of the Year in North America, Product of the Year by the National Confectionery Sales Association, as well as being featured in *Good HouseKeeping* and *Real Simple*.
- Developed a 58,000 member online consumer panel to provide insights on their snacking habits, new flavor ideas, and vote on new packaging concepts.
- Initiated marketing campaigns to consumers with medical ailments who seek healthier snack alternatives. Created a loyal consumer following within the celiac and gluten free communities.
- Launched social media campaigns, which increased consumer traffic 1800% within the first 100 days. Created the world's first audio and video capture app on Facebook for consumers to confess their snacking sins online. This app was recognized with a 2012 Major League Award for most creative social media campaign.
- Developed the Company's consumer insights strategy for Private Label products. This strategy resulted in \$21 million of incremental revenue in the first eight months.
- Developed the marketing efforts around the Company's newest plant, which was awarded the most sustainable snack food plant in the world by the US Green Building Council. This campaign culminated in a visit by the US Energy Secretary and the facility was awarded Plant of the Year by Snack Food Magazine.
- Negotiated local sports sponsorships with the Cincinnati Bengals and Reds for maximum impact, while holding contests for inner city youth to attend sporting events by sitting in Family Food's season ticket seats.
- Created the Company's first sustainability website ([www.goodfamilyfood.com](http://www.goodfamilyfood.com)), which focused on Family's commitment to people, planet, product, and prosperity. Launched a green education initiative in elementary and middle schools, where students created inventions by repurposing empty Family's snack food bags.
- Developed the Company's first employee magazine, which is distributed to 3000+ employees, the investment banking community, as well as key suppliers and partners globally.

## **Jones Social Expressions, Tulsa, OK, 2/02 – 2/07**

A \$3.8 billion leader in the manufacturing and distribution of consumer products.

### **Director of Marketing, Jones House Brands (4/04 – 4/07)**

Promoted to lead the company's largest brand (\$2.4 billion) at a time of unprecedented economic instability. Responsibilities included a relentless focus on brand marketing, strategic pricing initiatives, new product launches, and plan-o-gram improvements. Led a Team of 42 Product Managers and Analysts across the brand portfolio.

- Reversed negative sales trends to achieve an annual sales plan of 114%, while increasing point-of-sale results 4%.
- Dramatically improved EBIT \$12 million on holiday products' performance by driving sales within the Grocery (+9.1%) and Drug Channels (+4%) through product innovation, store segmentation, and retail execution.
- Implemented a new joint category planning process with top retailers (Rite Aid, Publix, Giant Eagle, Wegmans, ToysRUs) to drive retail productivity, develop customer specific programs, and improve brand profitability.
- 2006 Jones Social Expressions President's Award finalist in the area of Retail Collaboration with TJMaxx Corporation. Executives from TJMaxx wrote recommendation letters to support this nomination.

### **Director, Category Management (2/02 – 4/04)**

Recruited to transform the Category Management Team into a fact-based, leadership organization by forming strategic alliances with key retailers (Kroger, Rite Aid, Wegmans, Dollar Tree, Kmart). Team expanded from 6 to 16 members.

- Leveraged each strategic alliance to obtain competitive sales data, as well as collaborate on joint annual plans. In each instance, Company growth exceeded retailer total store growth by at least 3%.
- Developed the department's mission, vision, and strategy. A key initiative was to provide industry-leading analytics.

## **XYZ ORTHOPEDIC, Kansas City, MO 1/97 – 1/02**

A global manufacturer of medical devices, including diabetic footwear, foot orthotics, and orthopedic products.

### **Vice President of Sales and Marketing**

Restructured the sales and marketing efforts for XYZ's \$21 million Medical Division, comprised of 35 sales and marketing representatives. Reported to the President and CEO.

- Sales increased 49% by developing a network of nine domestic and international distributors.
- Restaged the Company's flagship diabetic footwear line by incorporating a patented shoe lining that reduced bacteria and friction for patients with chronic diabetic foot problems.
- Developed the Company's mission, vision, and key initiatives to drive overall Company direction, which included diversifying XYZ into non-medical markets.
- Launched the Arch & Heel Orthotic System, which was nominated for Product of the Year Awards by Outdoor Retailer in the US and ISPO in Europe.
- Conducted focus groups, developed competitive research, point of purchase displays, packaging, and sales literature.

## **BREAKFAST FOOD COMPANY, Wichita, KS 6/79 – 12/96**

World's leading producer of early morning calorie-laden, fattening foods.

### **Director, Walmart International Team and Director, Global Customer Development (4/95 - 12/96)**

Selected by CEO to jointly develop a global customer strategy and pilot a Global Cross-Functional Team with Walmart. Simultaneously held two roles: Director, Walmart Team and Director, Global Customer Development.

### **Director, Walmart International Team (5/91 - 3/95)**

- Pioneered the Company's first global customer team, comprised of 41 individuals in seven countries.
- Grew sales from \$5 million in 1991 to \$187 million in 1995, well in excess of Company and Walmart targets.
- Generated \$6 million in incremental sales by launching two successful US cereals into nine countries. Assisted sales force and distributors with brand marketing, pricing analyses, merchandising, and retailer negotiations.
- Reduced out of stocks 3% and improved profitability 20% by leading a global category management initiative.

### **Director, Global Customer Development: (5/89 - 4/91)**

- Designed the Company's vision, mission, and strategy for globalizing customers. This strategy was tested in seven countries, and was later implemented globally and generated incremental sales of \$410 million in 1991.
- Served as project lead to establish and deploy global cross-functional teams, consisting of sales, marketing, logistics, and finance to increase revenue, develop marketing programs, and mutually reduce costs.
- Developed metrics and scorecards to track sales, supply chain, and profitability benchmarks.
- Facilitated global training programs in profitability management and customer alignment.

**Director, Export Sales** (6/87 – 5/89)

- Directed a \$84 million Division, working closely with international affiliates.
- Increased sales 18% by launching three US cereal brands into international markets.
- Saved \$3 million by improving export logistics.

**Regional Sales Manager** (2/84 – 5/87)

- Managed 12 account executives with sales of \$201 million. Awarded strategic vendor at four key retailers.
- Increased market share from 48% to 62% through a key task force role to overhaul the value proposition for the Fart Tarts brand.

**Assistant Product Manager, Chocolate Puffs** (6/82 – 1/84)

- Led the marketing effort on Chocolate Puffs, a \$170 million brand (3rd largest in the cereal category).
- Efficiently managed all trade marketing, advertising, and product innovation budgets.
- Coordinated ad agency relationships in the areas of product positioning and copy strategy.
- Generated \$34 million in incremental sales by serving on a project team to develop Chocolate Puffs Munch.

**Key Account Sales Manager in Richmond, VA, New York, NY, Boston, MA, and Miami, FL (1979 - 1982)**

**EDUCATION**

**MBA**, Concentration: Global Management  
**UNIVERSITY OF KANSAS**, Wichita, KS, 6/88, 3.89 GPA

**BA, Technical Writing**, Concentration: Business Administration  
**YALE UNIVERSITY**, New Haven, CT, 6/79, 3.8 GPA

**ST JOSEPH'S HIGH SCHOOL**, Cincinnati, OH, 6/75

Recruited by the University of Cincinnati as an Adjunct Professor to teach Global Business Management, International Business, and Marketing curriculum. Student evaluations of class instruction and facilitation were rated at the highest levels within both Universities.

Science Fiction, Photography, Basketball, Scholarship Chair/Cincinnati High School Boosters