

SENIOR BUSINESS EXECUTIVE

CONSUMER PRODUCTS | BUSINESS TRANSFORMATION | STRATEGIC PLANNING

PROFESSIONAL PROFILE

Accomplished organizational and global operations executive, experienced in leading consumer product company in delivery of profit goals. Adept at establishing and delivering strategies through high level cross functional collaboration. Track record of decision making, talent development, and innovation. Flexible implementer of strategies under 8 different domestic and international owners.

- **Change Management**
- **Customer Relations**
- **Strategic Planning**
- **Profit Delivery**
- **Sales Design / Performance**
- **Business Culture**
- **Mergers and Acquisition**
- **Negotiations**
- **Process Management**

PROFESSIONAL EXPERIENCE

SMITH-JOHNSON, INC.: Fort Lauderdale, FL

1980-2016

Smith-Johnson is a cigar and consumer products company, and is a division of SJG Brands.

Acting General Manager / Senior Vice President, Strategic Operations (2015-2016)

Led day-to-day legacy business operations during consolidation and transfer of business to Georgia. Directed Marketing, Finance, and Human Resources functions, leading to handover of operations pending closure of Fort Lauderdale offices. Concluded existing programs and obligations.

- **Transitioned \$800M in annual operations** within 6 months to new Georgia headquarters, transferring product and process knowledge.
- **Efforts supported by strategic transition plan led by corporate steering committee** in collaboration with local team of 4.
- **Facilitated compliant and legal exit for 185+ employees**, as part of due diligence team, without business disruption or litigation.

Senior Vice President, Strategic Operations (2013-2015)

Drove collaboration and integration of corporate cultures, visions, and product portfolios for merged companies, with responsibility for profit delivery on cigar products in U.S. and export markets. Led "Center of Excellence" strategic agenda and programs facilitating channel distribution and portfolio.

- **Delivered over \$200M/yr in profits** through influential relationships with sales and marketing leaders. Partnered with key wholesalers on a C-to-C basis to develop and execute sales strategy.
- **Drove portfolio strategy** streamlining skus behind key global brands, consolidating marketing costs +20% and improving efficiency of market delivery. Reduced products from 515 to 285 in 2 years.
- **Directed collaboration with and aligned integration of local culture with U.K. headquarters**, reengineering marketing and product processes to ensure compliance with global regulations.
- **Led negotiations in engagement of new distributor in highly regulated Puerto Rico market**, facilitating securing larger corporate merger agreements as member of steering committee.

Interim President & CEO (2012–2013)

Managed corporate P&L and directed 600+ employees in combined Smith-Johnson organization over 4-month period, while continuing integration activities. Sustained cooperative relationship with ITG leadership, and steadied customer base during transition period.

- **Delivered sales and EBITDA** plan during period.
- **Initiated employee morale** engagement and communication activities that led to 23% increase in engagement as measured by employee engagement surveys.
- **Merged marketing and sales strategies**, supervising strategic plans across organization driving efficiencies.

Senior Vice President, Sales and Marketing / General Manager Export Department (2008–2012)

Provided strategic leadership to 3-division, 240-person sales organization, and 10-person brand management team, directly managing executives in sales, marketing, planning, and customer service. Established vision, environment, and culture to deliver against plans and ensure compliance.

- **Increased profit margin 14%** through efficiencies and vendor negotiation, while maintaining consistent 25% market share.
- **Export Division revenue and profit increased 35% and 22% respectively** with products offered in 84 countries.
- **Led Florida headquarters team in merger of Smith and Johnson** as part of executive integration committee. Established processes, built unified culture, and merged systems and benefits.
- **Negotiated agreement, over 16 months, with Chinese entity for cigar factory**, led to market concessions for UK parent.

Senior Vice President, Marketing (2005–2008)

- **Increased sales 30%** by delivered key product innovations driving revenues, including re-sealable cigar packaging for freshness, flavored product variants, and new product lines.
- **Defended 3 major trademark dispute and 1 counterfeiting dispute** in cooperation with outside counsel and President.
- **Drove initiative to increase manufacturing capability in Dominican Republic and Honduras.** Coordinated production with engineering and manufacturing teams, saving 20% on production cost.

EXPERIENCE PRIOR TO 2005

Vice President, Marketing and National Accounts (1989–2005)

- **Opened new channels for product distribution**, including Wal-Mart and Kmart.
- **Expanded offerings in convenience store channel, now representing 85% of sales** via creation and development of National Account team.

Director, National Accounts Brand Management

EDUCATION

UNIVERSITY AT ALBANY, SUNY: Albany, NY
Masters of Business Administration

UNIVERSITY OF MARYLAND: College Park, MD
Bachelor's Degree in Business Administration and Management