

## GREGG W. ARENDS

Irvine, CA 92612 / Tel: 310-403-2078

Email: [GWArends1@aol.com](mailto:GWArends1@aol.com)

### SUMMARY

**Professionally Qualified Kellogg MBA** with over 19 years of **consumer marketing experience**. Achieved record profits for Jim Beam by executing a dramatic brand turnaround with improved marketing integration including on-premise and social marketing initiatives. Increased Hansen's Soda sales double-digits in a declining category with a focus on "better for you beverage" positioning. Led agency teams to grow brands with blue-chip companies. Certified by AACSB International as professionally qualified faculty and completed intensive AACSB Bridge Program faculty training course.

**Teaching Interests include:** Marketing, Management, Strategy, Entrepreneurship and General Business courses

### EDUCATION

#### **AACSB INTERNATIONAL PQ BRIDGE PROGRAM**

**Fairfax, VA**

**May 2011**

Certified by Association to Advance Collegiate Schools of Business as meeting standards for Professionally Qualified faculty  
Completed intensive faculty training conducted by AACSB's Bridge Program; certified May 27, 2011

#### **KELLOGG SCHOOL OF MANAGEMENT**

**Evanston, IL**

**1991-1993**

Northwestern University; GPA: 3.8/4.0

Masters of Business Administration (MBA): Marketing, Management, Decision Sciences, and Organizational Behavior.

#### **MARQUETTE UNIVERSITY**

**Milwaukee, WI**

**1984-1988**

Honors Bachelor of Science in Business Administration, *magna cum laude*.

Major: Marketing; Minor: Spanish; GPA: 3.8/4.0.

### PROFESSIONAL EXPERIENCE

#### **BRANDPRO MARKETING & SALES, LLC – Irvine, CA**

**Mar 2009-Present**

##### **CEO / Senior Consultant / Co-Founder**

- Provide consumer marketing and brand management consulting services including new product development, marketing strategy, advertising and promotion planning, sales brokerage and business plan development.
- Key Clients: Galloway Dairy (Fitness Edge Protein Drink), Sambazon (acai juice), and Modern Spirits (liquor)
- Developed and jointly own the new Tongo Coconut Water brand

#### **HANSEN BEVERAGE COMPANY – Corona, CA**

**Jun 2004-Mar 2009**

##### **Vice President, Marketing (Hansen's Soda and Blue Sky Brand)**

- Grew Hansen's Natural Soda from a regional to national brand, posting increases of over 12%/year from 2006-2008 while the soda category declined by focusing on a "better-for-you" beverage positioning.
- Heavy focus on marketing to upscale mom's with kids and health-conscious adults
- Managed the Hansen's Soda brand, the leading premium soda in the Western U.S., and Blue Sky, the leading soda in the natural food channel nationwide; extensive successful new product introductions
- Led private label initiatives for Whole Foods, Wild Oats, Amway and other customers.
- Started successful co-marketing projects with Leapfrog® learning toys and Star-Trac® exercise equipment.
- Reformulated the entire line of Hansen's and Blue Sky sodas, changing from HFCS to cane sugar.
- Led marketing team of 5 directly plus outside agencies and shared management of sales, operations, designers

#### **U.S. MARKETING & PROMOTIONS (an Omnicom Company) -- Torrance, CA**

**Mar 2001-Jun 2004**

##### **Group Account Director / VP Planning**

- Managed accounts including P&G, Nissan, Kia, Hasbro, Zippo, Lawry's Foods, and Foster Farms.
- Led lifestyle marketing for brands including Olay, Kia Amanti, Nissan Sentra, Ekara, Supersoaker and more
- Developed proprietary LifeStar™ experiential promotions planning system.
- Increased client investment with our agency by 22% on average. Led team to acquire major new clients.
- Planned strategy for agency's clients including Crayola, Reebok and Hormel.

#### **CONAGRA GROCERY PRODUCTS CO. -- Irvine, CA**

**Sep 2000-Mar 2001**

##### **New Product Development, Senior Brand Manager**

- Spearheaded the development of new products in the "wellness" category.

#### **INTERNATIONAL PAPER-- Cincinnati, OH / Memphis, TN**

**Feb 2000-Sep 2000**

##### **Senior Marketing Manager, Beverage Packaging**

Established a marketing team and marketing focus for the Beverage Packaging Division.

#### **JIM BEAM BRANDS CO. (FUTURE BRANDS) -- Deerfield, IL**

**Jul 1995-Feb 2000**

##### **Brand Manager, Jim Beam Bourbon (Jan 1998-Feb 2000)**

Managed national brand activities for Jim Beam bourbon, the company's flagship brand and the category leader with sales volume of 3MM cases and \$200MM+. Led advertising development, media planning, promotion development and execution, field marketing activities, research, pricing and marketing budget of \$20MM+.

- Led the brand to its first volume increase in six years; managed the brand to achieve record profits.
- Developed field marketing program that increased awareness and improved on-premise sales by 18%.
- Instrumental in research, development and execution of the first global brand positioning for Jim Beam.

**JIM BEAM BRANDS CO. -- Deerfield, IL**

**International Marketing Manager (Jul 1995-Dec 1997)**

Led the international marketing activities for all of Jim Beam Brands Company's bourbons. Guided advertising agency in the development of international print and television ad campaigns. Coordinated with overseas distributors, ad agencies and promotional agencies to develop marketing plans for foreign markets.

- Led Jim Beam bourbon to achieve double-digit growth in export volume.
- Developed international turn-key on-premise promotions for the Jim Beam brand.
- Planned and supervised multi-national on-premise promotional campaigns in bars, nightclubs and restaurants.
- Developed and reviewed marketing/media plans for international markets; focused on Asia and Mexico.

**ADTEL INTERNATIONAL, INC. -- Chicago, IL**

**Feb 1994-Jul 1995**

**Marketing Manager / Principal**

Established new form of outdoor media with other principals. Developed business plans and marketing materials to solicit investors and clients.

- Negotiated exclusive contracts worth \$200M with RBOC's, including Bell South, GTE, and Pacific Bell.
- Instrumental in the sale of the operation to InfoCom Ltd.

**ALBERTO-CULVER CORPORATION -- Melrose Park, IL**

**Jun 1993-Feb 1994**

**Associate Product Manager**

Managed the Mrs. Dash line of spice products.

- Instrumental in the re-launch of Mrs. Dash's Salad Dressing Mix including new packaging and price strategy
- Doubled sales of original product within the first three months of launch.

**CITIBANK -- Chicago, IL**

**Summer 1992**

**Marketing Summer Intern**

Marketing summer intern at Citibank's Central Region headquarters.

- Developed and implemented an innovative home equity loan campaign with response rate over 5%.

**SPEED QUEEN COMPANY - A Raytheon Company -- Ripon, WI**

**May 1988-Jun 1991**

**Marketing Specialist**

Developed and executed programs targeting users of coin-operated laundry equipment in laundromats, apartment buildings, and universities.

- Implemented direct-marketing programs generating prospects for distributors and field sales personnel.
- Developed programs and materials to introduce new laundry equipment with electronic auditing.

**Administrative Manager, Special Accounts and Contract Sales**

Managed marketing activities to target key national and military accounts.

- Developed plans to market washing machines to fast food restaurants resulting sales to over 2,500 outlets.
- Created programs to target unexplored customer bases: campgrounds, restaurants, apartment buildings, etc.

**Administrative Manager, International**

- Provided support to international sales and marketing personnel.

Summary: Skills & Experience	Summary: Companies, Brands & Retailers
<ul style="list-style-type: none"> <li>• Brand Positioning &amp; Repositioning</li> <li>• Brand Turnaround</li> <li>• Pricing Strategy</li> <li>• New Product Development / Portfolio Strategy</li> <li>• Advertising Management</li> <li>• Promotions Planning &amp; Development</li> <li>• International Marketing</li> <li>• Private Label Development &amp; Management</li> <li>• P&amp;L Management and Cost Reduction Initiatives</li> <li>• Youth Marketing</li> <li>• Social (online) &amp; Lifestyle Marketing</li> <li>• Co-Marketing Initiatives</li> <li>• Talent Recruitment, Mentoring &amp; Team Development</li> </ul>	<ul style="list-style-type: none"> <li>• Jim Beam Brands: Jim Beam &amp; Knob Creek Bourbon</li> <li>• Hansen Beverage: Hansen's Soda &amp; Blue Sky Brand</li> <li>• ConAgra: new product initiatives</li> <li>• Alberto-Culver: Mrs. Dash, Molly McButter</li> <li>• P&amp;G as client for Torengo's, Olay, Elations, "ToeJam"</li> <li>• Hasbro as client for e-kara Karaoke, Super Soaker</li> <li>• Nissan as client for Nissan Z (Hot Import Nights)</li> <li>• Lawry's Foods as client for Lawry's Live Tour</li> <li>• Channel Experience:               <ul style="list-style-type: none"> <li>○ Retail Grocery: Safeway, Kroger, Publix, others</li> <li>○ Club: Costco, Sam's, BJ's Wholesale</li> <li>○ Mass Merch: Wal-Mart, Target</li> <li>○ Natural Food: Whole Foods, Independents</li> </ul> </li> </ul>

**ADDITIONAL SKILLS & ACTIVITIES**

- Speaking engagements and media:
  - Featured interview on *Modern Marvels: Soft Drinks* on The History Channel, 2010.
  - PromoExpo 2002 "Sampling Strategies".
  - Experiential Marketing Summit 2003 "Mobile Marketing Strategic Venue Selection".
  - Whole Foods 2006 South-East Marketing Conference: "Category Management for Profit Maximization".
  - Los Angeles Times, "Consumers raise cane over corn sweetener", August 2, 2008.
- Conversant in Spanish; extensive world travel experience; culturally knowledgeable.