

**Dawn M. Tolonen MBA, PQ**

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**OBJECTIVE**

To obtain a college teaching position where I can share my professional business experience.

**CAREER SUMMARY**

Senior Marketing Executive with extensive global experience in the companion animal pet industry. Successful track record in Brand management, new product innovation and team development. An entrepreneurial spirit with well developed communication and strategic thinking skills.

**Areas of Expertise Include:**

- Brand Architecture
- CPG Product Development
- Internal and External Team Leadership
- Managing Through Cultural Change
- Customer Relationship Management
- Strategic Planning

**TEACHING EXPERIENCE:**

**VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY**

**01/10 – 06/11**

**Adjunct Professor of Marketing Pamplin College of Business**

- Taught *Integrated Marketing Communications and Buyer/Seller Relationships* to junior and senior business undergraduates.
- Developed 16 week courses covering Brand communications along the product life cycle and the management of buyer and seller relationships from a sales perspective.

**WORK EXPERIENCE:**

**UNITED PET GROUP CINCINNATI, OH**

**Director Brand Marketing Cincinnati, OH**

**10/05 – Present**

- Responsible for managing healthcare and hard goods representing \$35 million in annual revenues.
- Responsible for setting and implementing the Brands' strategic directions both short term and long term.
- Responsible for all aspects of product marketing from development to decline, including research, budgeting, forecasting and customer relationship management.
- Key contact for major customer accounts (Wal-Mart, PetSmart, PETCO, CGP and larger independent retailers) and sales teams for new product launches and marketing initiatives.
- Rebranded the Pro-Sense healthcare line resulting in a 19% sales increase and 4% margin improvement.
- Launched the Pro-Sense grooming line resulting in \$2.2M in new sales.
- Work closely with Blacksburg R & D and regulatory to develop new products and ensure product compliance.
- Key participant in establishing the Brand Architectures for our brands when our companies merged.
- Worked extensively with our manufacturing facility in Melle Germany developing new and aquatic products.

**Senior Brand Manager Moorpark, CA**

**12/04 – 10/05**

- Responsible for the development and growth of Perfecto Manufacturing aquarium, lighting and furniture lines, representing \$49 million in annual revenue.
- Brought to market five new product lines representing \$800,000 in revenue during the first six months of 2005.
- Designed, developed and brought to market new products while shepherding legacy items through the product life cycle.
- Managed cross functional and cross divisional teams to successfully bring new and revised products to market.
- Established product pricing based on margin goals, corporate objectives and market forces.
- Developed collateral materials for Perfecto categories, including quarterly aquarium cross promotions.

- Responsible for coordinating activities between the California and Indiana facilities to ensure smooth project progression.
- Worked closely with Chinese partners on new furniture lines. Travel to China for site inspections, product development and quality control.
- Collaborated with sales teams and accounts to develop customer centric products and promotions.
- P & L responsibility for product categories, advertising, promotions and trade shows.
- Managed \$900,000 advertising and promotional budget.
- Team leader for United Pet Group trade shows. Responsible for all show activities... pre-show planning, product merchandising, creative development, sales presentations and install and dismantle management.

**Brand Manager Moorpark, CA**

**01/03 – 12/04**

- Responsible for the development and growth of Marineland aquarium kits and systems, filtration media and JungleTalk lines, representing \$48 million in annual revenue.
- Instrumental in the development and launch of the Fin Club web site ([www.finclub.com](http://www.finclub.com)).
- Worked with outside contractor and IT department on web site changes and integration ([www.marineland.com](http://www.marineland.com)).
- Coordinated new product training with customer service and field sales.
- Instrumental in bringing to market eight new product lines representing \$700,000 in revenue for 2004.
- Designed five new series of bird toys for the JungleTalk line, and worked with Chinese partners to develop.
- Managed \$800,000 advertising and promotion budget.
- Trade show product merchandiser. Also assisted with planning, manning the booth and install and dismantle.
- Team member on the Marineland and Perfecto Lean projects. Projects resulted in \$136,000 in savings.

**Promotional Manager Moorpark, CA**

**01/02 – 01/03**

- Responsible for A & P efforts for Marineland, Perfecto, Aquarium Systems and JungleTalk.
- Managed \$725,000 advertising and promotional budget.
- Placed print ads with seven consumer and four trade publications.
- Worked with outside fulfillment house on quarterly consumer rebates and promotions.
- Assisted with the launch of the Marineland Labs line.

**PET WAREHOUSE DAYTON, OH**

**Director of Purchasing**

**07/98 – 12/01**

- Purchasing responsibility for aquatics, pond and avian lines representing \$12M in inventory.
- Designed six aquatic, four pond and five avian catalogs each year representing \$35M in sales.
- Met all deadlines for catalog turnovers, drops and source code files.
- Consistently maintained fill rates above 97%.
- Managed vendor relations and negotiations.
- Initiated a vendor co-op program resulting in \$300,000 in yearly advertising funds.
- Involved in budgeting, forecasting and quarterly management strategy meetings.

**ADDITIONAL INDUSTRY EXPERIENCE**

- Loveland Pet Products (Mason, OH) – Distribution Purchasing Manager **02/91 – 02/98**
- Petland (Cincinnati, OH) – Retail Store Manager **11/83 – 10/90**

**EDUCATION:**

**AACSB Professionally Qualified Bridge Program Graduate June, 2013**

Xavier University (Cincinnati, Ohio)

Master of Business Administration International Concentration May, 2001 GPA: 4.0/4.0

University of Cincinnati (Cincinnati, Ohio)

Bachelor of Business Administration Magna Cum Laude December, 1990

Majors: Management and Marketing GPA: 3.69/4.0