

Kymerly S. Jamison, MBA

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Executive Profile

Experienced Category Management and Shopper Insights Leader with a passion for innovation and turning insights into sales results. Have broad ranging experience from customer touch point insights at the forefront of product innovation -to- “go to market” shopper behavior insights that influence retail strategy and execution. Respected by clients, peers and senior leaders for my commitment to driving results and transforming concepts into reality. Have extensive category management experience analyzing sales results and providing recommendations to the buyer community to grow category and brand sales. Proactive manager, team builder and tactical planner with a passion for developing great talent, recognizing employee potential, and motivating top performers. Extensive experience working across multiple brands and categories within both the U.S. and international markets. Excellent communicator with widespread customer presentation experience within all levels of Retailer and Corporate management. Graduate education in Marketing, along with certificates in Category Management, Business Insights & Analytics, Project Management, and Leadership. Graduate of the AACSB International Bridge Program and accredited by the AACSB as an Instructional Practitioner (IP).

Professional Experience

09/14 – Present **BACARDI, INC.**, Miami, FL

Bacardi has a portfolio of more than 200 brands and labels spanning a wide variety of spirits categories, including Bacardi, Grey Goose and Martini & Rossi. Bacardi is family-owned, as well as the world’s largest privately held Spirits Company

Director, Category Management:

- Lead and direct the category management team of 7 direct reports for Bacardi USA’s National customers who generate over \$600MM in business across North America
- Developed the Category Management mission and vision and created a strategic plan to revamp the direction of the team – move from response driven to forward thinking on providing strategic analysis and actionable insights to our retailer community and internal partners.
- Established category strategies and go-to-market standards to support commercial sell-in of innovation pipeline and existing portfolio
- Produced pricing elasticity study to better understand pricing cliffs and thresholds to assist retailers and internal partners with setting pricing within this complex category
- Co-developed with Commercial Capabilities team the “Picture of Success” shelf standards to drive field sales consistency in retail execution and Bacardi shelf leadership
- Initiated shopper insights, shelf standards and pricing elasticity training for our Distributor partners to foster consistent analytical approaches and reinforce Bacardi initiatives
- Piloting program to revamp the spirits aisle to move the higher marque products from a lock-box to a slow-feed premium/super-premium planogrammed set
- Expanding category management capabilities into Military and Control States
- The team has Category Captaincy designation at: Kroger, Walgreens, CVS, Target, Sam’s Club, and several Control States

05/10 – 09/14 **ARMORED AUTOGROUP, INC. / THE CLOROX COMPANY**, Alpharetta, GA

Manufacturers and Distributors of the automotive brands Armor All, STP, and Tuff Stuff

Director, Category Management & Shopper Insights:

- Managed and developed the category management and shopper insights team of 4 direct reports who supported \$238MM in business across the U.S., Canada, and Mexico
- Developed the Category Management & Shopper Insights global vision and implemented strategic plans in order to drive increased sales and profit for our company and our customers.
- Managed \$1.5MM budget for category management and shopper insights initiatives
- Led team in development of the learning agenda, which articulates key business issues and opportunities for product innovation, and the role of the shopper, category, and brand in addressing these opportunities.

- Worked with marketing and research partners to develop and understand the consumer path to purchase, consumer decision tree, and retailer/shopper profile and expectations in order to provide retailers recommendations that drove brand and category growth
- Drove Retail Conversion / MAPSs (Merchandising, Assortment, Pricing, and Shelving) and owned the development and ultimate execution of MAPSs for all customers across all channels of business (Mass, Auto, Dollar, Convenience, Grocery, Drug, Home Hardware, and Military)
- Collaborated with Senior Leadership and cross-functional teams (Marketing, R&D, and Sales) on our innovation pipeline and provided the consumer perspective and retailer viewpoint to ensure we brought forth the right products, to the right consumers, at the right time.
- Continued duties listed below under Director, Category Management role.

Director, Category Management:

- Created department from the ground-up; manage a team of 2 direct reports
- Developed the Category Management global vision and implemented strategic plans that provide objective analysis, insight development, and innovative solutions through developing persuasive analysis and presentations to drive our sales fundamentals and category growth.
- Managed \$750K budget and came in nearly 10% under budget for 2012
- Negotiated and managed contracts and lead all data-related initiatives:
 - Negotiated to reduce cost of Solys contract to 37% of original renewal quote
 - Negotiated contract with ECRM to cut contract 20% below original quote
- Utilized consumer insights and shopper path to purchase data to design and pilot a new “Appearance POG and Aisle Signage” which resulted in driving category sales +16% during a 6-month Canadian Tire test, versus comparable stores with the standard POG and no signage. Signage implementation and POG recommendation is set to roll out to all stores.
- Continued duties listed below under Category Manager role.
- The team attained Category Captaincy designation at: Target, Dollar General, Family Dollar, Advance Auto Parts, O’Reilly Auto Parts, Pep Boys, and Target Canada

Category Manager:

- Performed Space to Sales Analysis which revealed Armor All was underdeveloped at Advance Auto Parts, persuaded Buyer to add 10 additional Armor All SKUs to the set to better align the Space and Sales within the POG. Resulted in 21% annual increase in sales for Armor All.
- Leveraged Consumer Insights research to recommend horizontal brand blocking to O’Reilly Auto Parts in 2010, the POG changes led to a 31% increase in overall Category sales and a 34% increase in Armor All Wipes and 22% increase in Armor All Protectants
- Supported retailers in their annual planning processes and provided recommendations on how the retailer could increase basket size with relevant category adjacencies within their stores, implementing space planning initiatives, efficient assortments, sell-in recommendations, sell-thru analysis, and merchandising programs.

02/09 – 05/10 **QUOFORE, Inc., (now AFS Technologies)** Atlanta, GA
International leader in mobile field sales software solutions for CPG companies

Business Consultant:

- Designed and managed the development of the first tablet application created for the Quofore mobile suite and implemented the application with Kraft Foods
- Developed the business requirements, system designs and detailed functional specifications for implementation of the Quofore tablet application
- Traveled to Australia to collaborate with the Quofore design team on the functionality of the application and worked to incorporate the client business processes
- Managed the development team in India to ensure the application executed the business requirements and functional specifications
- Led the client site meetings to determine the validity of client assigned defects and changes to the application design

01/06 – 02/09 **COCA-COLA ENTERPRISES, Inc., (now Coca-Cola Refreshments)** Atlanta, GA
World's largest Coca-Cola bottler, now a part of The Coca-Cola Company

Manager, Pricing & Sales Analysis:

- Piloted Domino's product and pricing strategy test across all distributing bottlers to optimize internal operating income while maintaining retailer profit margins, reversed negative trend on CCE operating income from (\$922K) to +\$3.2MM and retailer gross margins grew +\$4.6MM
- Developed pricing brackets for Compass Group and HMS Host, two very complex organizations with hundreds of subsidiaries within each one all of which had different pricing. Created pricing brackets for these 2 customers allowing CCE to recoup \$12MM from the inefficiencies in their pricing structures
- Developed and delivered business cases in support of product launches and new marketing initiatives; analyses included assessing strategic fit, competitive dynamics, customer economics, and financial opportunity.

Category Manager - Convenience Retail and Grocery Channel:

- Performed comprehensive analysis and interpretation of customer beverage category performance, consumer insights, and provide qualitative and quantitative assessments to retail buyers, CCE senior leadership and other internal stakeholders (sales, marketing, etc.)
- Developed Retailer Profit Analysis analytical model to manage retailer and CCE margins, promotional volume forecasts, profit, and promotional feasibility; consistently managed volume forecasts to within 1% of actuals
- Collaborated with sales to create a selling story to present Fanta as a PVL contender to the Rouses Soft Drink buyer by showing the strong correlation between Fanta and Rouses shoppers, comparative sales of their current PVL brand to Fanta and flavor offering comparison. Presented case for DSD delivery as a cost savings versus Warehouse delivered products, showed projected sales volume lift and GM opportunity, and marketing support behind the Fanta brand
- Convinced Schnuck's Buyer to not replace soft drink displays with beer and to move the soft drink displays to key locations throughout the store to drive impulse sales. Shared analysis that soft drinks were the #2 category in dollar sales and a traffic driving category for the retailer with basket size being \$15 higher for soft drinks than beer. Additionally, shared research indicating that soft drinks were included in 30% of shopping trips, while beer was only in 8% and that displays drove sales and reminded shoppers to purchase the category

07/04 – 12/05 **MITRETEK HEALTHCARE- JENNINGS RYAN & KOLB, (now Noblis, Inc.)** Atlanta, GA
Leading healthcare consulting firm providing strategic planning, clinical services planning, and operations and facility planning to both public and private sector healthcare organizations

Consultant Associate:

- Analyzed patient-level hospital data, census demographics, and financial records to create persuasive arguments regarding market share, hospital usage rates, distance patient(s) traveled to visit the facility (service area), facility occupancy rates, and to project future utilization in support of Certificate of Need (CON) filings with state Departments of Community Health. The purpose of the CON program is to ensure the availability of adequate health care services, through measuring and defining need and controlling costs. Conducted this research in support of many projects, but most notably for:
 - WellStar Kennestone Hospital addition of CyberKnife technology a \$5MM investment
 - Southern Regional Medical Center addition of a 30 bed Level III Neonatal Intensive Care Unit a \$40MM project
 - Southern Regional Medical Center addition of PET Scan technology a \$7MM investment

06/02 – 06/04 **ROSS PRODUCTS/ABBOTT LABORATORIES (now Abbott Nutrition)**, Alpharetta, GA
Manufacturers and Distributors of Similac, Pediasure, Ensure, Glucerna, ZonePerfect, etc.

Retail Merchandiser:

- Responsible for 300+ stores and maintaining 100% distribution on all products in all accounts
- Maintained current retail distribution, merchandising, and pricing objectives for nutritional, consumer, and pharmaceutical products at all accounts
- Motivated key wholesaler salespeople to promote our products and programs in retail outlets.

Education and Professional Certifications

Education:

- 2006 **Master of Business Administration**, Mercer University, Atlanta, GA
Marketing (May 2006)
- 2002 **Bachelor of Business Administration**, Georgia State University, Atlanta, GA
Business Management, Cum Laude (August 2002)

Professional Certifications:

- 2016 **AACSB International Bridge Program Graduate – Certified Instructional Practitioner**, AACSB
- 2014 **Certified Spirits Specialist**, Society of Wine Educators
- 2013 **Space Planning Professional Certification**, JDA
- 2013 **Space Planner Certification**, JDA
- 2012 **Category Management Silver Certification**, Delta Associates, Inc.
- 2010 **Business Insights & Analytics Bronze Certification**, Delta Associates, Inc.
- 2008 **Leadership Development Certificate**, Kennesaw State University, Kennesaw, GA
- 2007 **Certificate in Project Management**, Mercer University, Atlanta, GA

Additional Information

Technical Skills:

Skilled in a variety of computer applications, including: Microsoft- Outlook, Word, Access, Excel, Power Point, and Publisher, AC Nielsen- Nitro, Answers on Demand, Spectra, and Household Panel, NPD, IRI, ECRM MarketGate, Feature Vision, Solys, JDA Space Planning/ProSpace, and various Customer POS Portals/Systems

Organizational Affiliations:

Network of Executive Women (N.E.W.) - Member, American Management Association - Member,
Marketing Research Association- Member

References: Will be provided upon request.