

# JANICE GREENWALD

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## SUMMARY

Strategic leader and marketer with >15 years of experience and an MBA from Duke University. Expertise in building teams + driving growth for CPG brands - specifically brands in new + fast-growing health/wellness/sustainability-focused categories - through strategic planning and detailed execution.

## EXPERIENCE

**Sept '21- Present: CPG FRACTIONAL CMO / MARKETING CONSULTANT / ADVISOR, Brooklyn, NY**

- Full-Time Fractional CMO and Marketing Consultant for early-stage CPG brands (sub \$20mm revenue) in categories including frozen meals, snacks, spreads, baby food, + more. Clients have included: Yolélé, GoOats, GoodSAM, Holle USA, Solula, Half Past, + several others, some of which are pre-launch.
- Partner with founders and CEOs to develop brand strategy, marketing budget, resourcing strategy, annual plans, etc.
- Develop tactical recommendations and oversee employees / contractors to deploy tactics that drive velocity in retail, increase D2C sales, etc.

**Feb '20 - Sept '21: KOMBREWCHA / AB InBev, New York, NY**

***Senior Vice President of Marketing***

*Kombrewcha was a leading brand in the new and fast-growing category of Hard Kombucha. Integrated into AB InBev, Sept 2021.*

- **Developed Winning Value Proposition:** Led deep dive into all aspects of product, branding & pricing to determine key levers to pull for driving category growth. Led consumer study which showed our liquid out-performed competitors 2/3 times (key point for sales materials). Updated target consumer based on shopper data which resulted in overhauling the brand strategy including aspects such as positioning, tone-of-voice & core creative idea -- culminating in a rebrand that launched Sept 2021 (packaging, website, digital, POS, etc.).
- **Led Innovation:** Led development of innovative trial-driving variety 4-pack (including 2 new flavors validated through research) vs the 6-pack single flavor SKUs in existing portfolio. Launched new product with broad acceptance at key retailers such as Whole Foods, Sprouts, Safeway, and Wegmans. Led partnership with largest craft brewery in CA, Golden Road, to launch a co-branded Passion Fruit Hard Kombucha - Aug 2021.
- **Built Brand Awareness Through Digital Marketing & PR:** Oversaw PR agency and Brand Manager to use social media, targeted earned + paid media, and unpaid influencers as primary tools to build brand awareness.
- **Drove Trial In-Store:** Implemented POS signage, expanded merchandising tools & launched digital coupons. 80% of sales from digital coupons were incremental, new consumers.

**Mar '18 - Dec '19: BOWERY FARMING, New York, NY**

***Vice President of Marketing***

*AgTech start-up revolutionizing agriculture by growing produce indoors, vertically, 365 days per year. Backed by leading VCs including Google (GV), GGV, General Catalyst, First Round Capital, etc. Currently valued at \$2.3B.*

- **Built Team and Brand Vision:** First full-time marketing hire: reported directly to Founder/CEO (employee ~#25; at time of departure >100 employees). Developed marketing strategy, built team and

managed agencies to achieve aggressive KPIs. Hired + managed 2 marketing managers; one to drive trial through experiential / field marketing and one to build brand awareness through content and digital marketing including organic social media + paid media.

- **Showcased Thought-Leadership:** Oversaw PR agency to drive brand awareness and thought-leadership; results included numerous speaking opportunities for senior executives and awards such as EY Entrepreneur of the Year (finalist), Entrepreneur 100 Brilliant Companies, Fast Company 2019 Most Innovative Companies and 2019 World Changing Ideas, WSJ Tech Companies to Watch, and several others; lifestyle, business, tech and trade coverage – print, online and broadcast.
- **Created Brand Awareness & Engagement:** Drove nascent social media (1.5K followers on Instagram) to next level (~20K) in 1 year by developing engaging content, partnering with influencers & deploying focused digital spend (in partnership with newly hired MM).
- **Drove Trial:** Launched field marketing program (in partnership with newly hired Field MM), including the hiring of 8 contract Brand Ambassadors to execute in-store demos & events; 70% conversion rate at retail. Oversaw field marketing team to execute demos, grassroots sampling events, and owned-events with partners including award-winning Chef Tom Colicchio.

**Dec '13 - Mar '18: RHYTHM SUPERFOODS, LLC, Austin, TX**

***Vice President of Marketing***

*Start-up natural foods/snacks company founded by serial entrepreneurs and backed by investors including General Mills (301 Inc.), Presence Marketing (natural foods broker), and others.*

- **Team Leadership:** Led team of 5 full-time employees and 25 brand ambassadors to execute marketing plans. Led cross-functional internal teams and external partners on all new product development. Reported directly to Founder/CEO. Sat on CEO's leadership team with executives from Sales, Finance, and Operations.
- **Marketing Strategy & Execution:** Developed annual strategic marketing plans and gained alignment from stakeholders including Board of Directors and investors including General Mills. Seamlessly executed all plans including >2K in-store demos per year, 5+ trade shows per year, several hundred events and product samplings, in-store merchandizing, coupons, influencer marketing (dietitians and trainers), packaging, social media, PR, and CSR. Led major rebrand in 2014 and propelled brand from #3 kale chip to #1 share with continued double-digit growth in sales.
- **New Product Development:** Led internal team and external partners on development of new products from ideation and generation of consumer insights via market research through commercialization resulting in launch of 18 new items across multiple product platforms and channels with many more in the pipeline. Three launches were the top 3 velocity SKUs for Rhythm (Original Kale Chips, Naked & Sea Salt Beet Chips).
- **Sales Support:** Developed data-rich sales presentations and other selling tools for all major customer meetings. Acted as a support in meetings including Walmart & Whole Foods Market. Led sales-focused partnership with 3 other brands/companies to develop joint category management story, leading a major conventional account to adopt our recommended 8-foot set.
- **E-Commerce:** Led strategy and execution of Amazon.com business resulting in triple digit growth vs previous year. Managed broker to successfully implement programs through Vendor Central and LaunchPad.

**Jul '10 - Nov '13**

**SABRA DIPPING COMPANY (Joint Venture between PepsiCo and Strauss), White Plains, NY**  
***Brand Manager, Hummus (Sept 2013 - Nov 2013), Salsa & Guacamole (July '10 - Aug 2013)***

- **Brand Building:** Led integrated agency team to drive frequency of Sabra hummus (\$400MM+ retail sales) consumption and household penetration through partnership with NFL. Program included sweeps, in-store promotion / trade ads, spokesperson, radio promotions, PR, and celebrity out-reach.
- **New Category Launch (Guacamole):** Introduced 3 Sabra Guacamole SKUs nationally– led cross-functional team, including a co-packer, to deliver highest quality product in retail/club (product and packaging out-perform competition). Resulted in leading category growth & market share gains against incumbent competitor in top accounts. Achieved a 15% share nationally in <1 year since national expansion (33% share in Northeast). Projected >\$20MM in \$ sales within 1.5 years of national expansion.
- **New Category Launch (Salsa):** Led national launch of 9 Sabra Salsa SKUs from concept to product launch- developed category strategy incl. product positioning, optimal portfolio, packaging, pricing, trade sell-in story, consumer marketing and PR strategy, shopper marketing, & product sampling. Sabra salsa was seeing +200% growth vs. previous year driven by doubling velocities via marketing and new distribution.
- **New Channel Distribution:** Launched Sabra Salsa Grab N Go (with TOSTITOS®) to expand presence into the Food Service Channel. Resulted in full distribution across major national food service distributors including DOT Foods (largest national food service distributor). Over \$1MM incremental sales per year.
- **Market Research:** Led all research to understand consumer needs and product liking / purchase intent. Studies ranged from qualitative positioning work to product / packaging quantitative testing, and turf analysis for portfolio optimization. Led consumer segmentation research resulting in strategy to use two different brands in two locations in the store to target different shopper segments/ need states.
- **Shopper Marketing:** Partnered with Retail Marketing Manager for Salsa/Guacamole programs (Catalina, News America, Valassis, Dunhumby, etc.). News America program resulted in 22% lift of Sabra Salsa.
- **Sales Calls:** Participated regularly in customer presentations including SuperValu, Publix, Delhaize and Costco resulted in added distribution across all of Sabra's product lines representing over \$5MM in incremental sales.

Aug '07 - Jul '10

**UNILEVER UNITED STATES**, Englewood Cliffs, NJ

***Associate Brand Building Manager, Vaseline & Lever 2000 (July '09 – July '10)***

- Briefed and led multiple agencies to develop 360 activation to drive awareness and trial of a new Vaseline variant. Activities included a print plan, a robust digital program including a partnership with a relevant website and integration of a spokesperson, PR, product sampling, and coupon distribution.
- Led Medical Marketing for Vaseline. Increased efficiency of dermatologist sampling program by modifying the sampling device, resulting in ability to sample 2x as many dermatologists than originally targeted.

***Associate Brand Development Manager, I Can't Believe It's Not Butter! (Aug '07 – July '09)***

- Led two 2011 innovations, developed to grow the brand and category. Developed concepts that scored among the highest ever tested in the category. Led cross-functional team on consumer research plan, formula development, P&L analysis, supply chain and capital requirements, and business case.
- Saved the company \$5MM/yr through work on a cost-cutting project. Coordinated packaging, supply chain, finance, and supply management teams to help get the project off the ground and approved by management.

Summer '06

**HEINZ NORTH AMERICA**, Pittsburgh, PA

***Brand Management Intern, Delimex - Earned full-time offer.***

**2003 – 2005**

**OPINION DYNAMICS CORPORATION**, Cambridge, MA

*Market Research Project Analyst, Energy Efficiency*

- Designed and utilized interview and focus group guides. Interpreted statistical data for market assessments.

**2001 – 2003**

**BOSTON.COM, NEW YORK TIMES DIGITAL**, Boston, MA

*Operations Support, Marketing Team*

- Recognized as "Employee of the Month" for outstanding resolution of consumer issues.

## **EDUCATION**

**DUKE UNIVERSITY, The Fuqua School of Business**, Durham, NC

*Master of Business Administration, May 2007, Concentration: Marketing*

Kehaya Leadership Scholarship Recipient: Award given to 1 student for outstanding leadership.

**COLBY COLLEGE**, Waterville, ME

*BA, May 2001, Major: Economics; Minor: Music; Magna cum laude; Distinction in Econ Major; Dean's List.*

## **ADDITIONAL INFORMATION**

Proficient in Nielsen, SPINS, and IRI. Mentored for SKU (Austin CPG Accelerator) and BeyondSKU (NYC CPG Accelerator). Traveled throughout the Americas, Asia, India, Africa and Europe. Passion for exploring the world -- with plenty of stops to try all new cuisines and engage with local residents.