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Objective

I am seeking a Vice President or Director level marketing position in the Chicagoland area.

Positioning Statement

Vision - Mission oriented leader who builds strong partnerships with senior leadership teams to exceed business objectives through increased brand performance. **Combining nine years of financial experience with strategic brand building** from a cross section of categories and team leadership strengths have been the cornerstone of my success. Comprehensive experience with product development and marketing strategies necessary to succeed in the marketplace, with strong critical thinking to dissect complex challenges into actionable strategies for success.

Factors of Success

- Growing organizations through strategic Brand Plan Development
- Accelerate profits by building collaborative relationships with Sales, Finance and Operations
- Maximize the marketing mix across trade, digital media and consumer promotion
- Collaborating with a team of agencies and internal stakeholders to achieve our goals

Brand Building	Marketing	Leadership	Collaboration
Long Range and Annual Strategic Planning	Marketing Plan Development	Strong Partner to Senior Leadership	Collaborative Cross-Functional Leader
Unique and Actionable Brand Positioning	Balanced Marketing Mix Approach	Initiating Brand Management Best Practices	Joint Business Planning with Sales
Consumer Insights Driven	Engaging Consumer Promotions	Annual Planning Leader	Comprehensive experience with Operations and Manufacturing
Insightful Partner to NPD Teams	Breakthrough Creative	Sound Financial Leadership	
B2B and B2C	Digital, Social and Traditional Media	Developing Top Brand and Marketing Talent	Interagency planning structure

Geographic area: Chicagoland, within a 30-mile radius of La Grange

Types of Industries: Marketing oriented companies in the areas of consumer products, food distributors and retail

Size of organizations: 100+ Employees

Retail/Service	Durables	Consumer Pkg Goods	Distributor/Mfgr
McDonalds Fellowes	Fortune Brands Brunswick- Life Fitness Robert Bosch Tools Weber-Stephen Elkay	Mead Johnson Morton Salt Conagra Ferrara Candy John Sanfilippo & Sons O-Cedar/Freudenberg Bel Brands	McCain ACH Foods Greencore Convenience