

Eric L. Togneri

49 Wisteria Way • Newnan, GA 30265

Work: (800) 216-4819 x702 • Mobile: (678) 764-1732

erictogneri@gmail.com www.linkedin.com/in/erictogneri bitly.com/erictogneri

National Sales, Marketing, Finance - Executive/Entrepreneur

CPG / FMCG, Sales, Shopper Marketing, Trade Finance, Trade Promotion/Planning, Category Management, Business Analytics/Insights, Investment Banking, Business Valuations, Exit Planning

Professional Experience

The Neri Group (April 2005 to present)

As Founder/Managing Partner, delivers 3rd Party Consumer Goods Consulting and Training, Shopper Marketing Thought Leadership, Consumer Trade Association Strategic Advisory Services; Investment Banking Advisory Services for micro-cap and lower middle-market privately held companies.

Neri Consumer Consulting www.bitly.com/erictogneri (April 2005 to October 2010; December 2012 to present)



Sr. Consultant/Owner

- Category Management Association - Principal and Strategic Advisor serving the disciplines of category development, business research and shopper insight professionals (See Description Below)
- IBM - IBM Behavioral Analytics & Optimization: External Proof of Concept project lead for translating Big Data into Home and Garden Category Expansion for Scott's Miracle-Gro
- Pfizer Consumer (now J&J) – Out of Home: External project lead for creating On-the-Go solutions for brands such as Listerine, Benadryl, and Visine
- Unilever – Category Management Training on perpetual planning process for entire North American Business Analytics Team
- American Marketing Enterprises – Go-to-market strategy for Rubbermaid in Trash Bag category

Neri Capital Partners www.nericap.com (April 2005 to present)

Investment banking firm focused on privately held small and mid-sized businesses providing valuation services, buy and sell-side advisory.

Neri Capital Partners

President & Managing Partner

- Consumer/Retail sector practice leader; Certified Exit Planning Advisor (See Description Below)
- Business Valuations through 7-step online process (WhatismyBizWorth.com)
- Deal Origination through establishing Automated Quality Deal Flow process (QualityDealFlow.com)
- Deal Team Lead delivering Exit Planning Advisory services to SMB companies (DealFlowTeam.com)

Sanofi SA; Chattem (Sanofi Consumer Health) www.chattem.com (November 2010 to November 2012)

A \$44 Billion/year global pharmaceutical manufacturer of Rx, Consumer, and Animal Healthcare products. Chattem is a wholly owned consumer healthcare company serving the North American market with household brands including Allegra, Nasacort, Roloids, ACT, Gold Bond, Cortizone-10, Icy Hot, Unisom, Bull Frog, and Selsun Blue.



Director, Sales Planning, Trade Promotion, Shopper Marketing and Insights

- Designed and led a newly created department with primary responsibility for Trade Promotion, Trade Finance, Shopper Marketing, and Internal Planning covering all Chattem Brands and Retail Partners
- Key responsibilities included spearheading Trade Finance process and integration across a billion-dollar portfolio, shopper marketing programs and research, training and developing sales and marketing managers in conducting marketing mix investment analysis, developing trade promotion management best practices, and managing new and existing portfolio program development
- Primary TPM/DP driver for Chattem coordinating internal/external stakeholders bridging C-Level sales, marketing, research, finance, legal, procurement and their respective teams
- Initiated Trade Investment oversight process that included forward projections, post-investment analysis and goal-setting to improve cost-to-serve efficiencies
- Created the strategic plan and provided oversight of the trade execution for the Allegra Rx to OTC switch and the creation of the 2012 and 2013 Allegra Shopper Marketing plan
- Developed and led Go-to-Market strategies and channel plans covering all portfolio initiatives

Wyeth; Wyeth Consumer Healthcare (now Pfizer) www.pfizer.com (October 1999 - April 2005)

An international pharmaceutical manufacturer of Rx, Consumer, and Animal Healthcare products. Experience spanned from Wal-Mart to Main Street....All channels for Wyeth Brands including Advil, Centrum, Caltrate, Robitussin, Dimetapp, Preparation H and ChapStick.



Director, Trade Planning and Promotion, January 2004 – April 2005

- Chosen by the organization to lead a newly created Trade Planning department with oversight of a \$150M budget and \$1.8B in domestic revenues and the foundation for Pfizer Shopper Marketing
- Led a seven person directly managed team charged with the development of the shopper marketing strategies for brands such as Centrum, Caltrate, Advil, Robitussin and ChapStick
- Personally devised the concept and process for the strategic *Event P&L*, a tool that merges syndicated data, market research and full event costing. Successful application of ABC accounting principles resulted in enterprise-wide roll out as the primary financial tool driving fiscally responsible promotional decisions. Improved incremental contribution by \$9.5M
- Developed an *Incremental Funding Process* that balanced strategic trade investment objectives with fair and equitable allocation of funding resulting in \$8M in efficiencies
- Created a transition plan from a fixed historical-based funding process to a live accrual-based investment environment

Sr. Category Development Manager – US Drug, June 2001 – December 2003

Business Development Manager – US Drug (National Account Sales Team Leader), October 1999 – May 2001

L'Oréal SA; L'Oréal Retail Division www.lorealusa.com (October 1991 – September 1999)

A \$15 Billion/year international manufacturer of Consumer Beauty Products



National Account Manager (National Account Sales Team Leader), March 1997 – September 1999

District Manager, Key Accounts, January 1994 – February 1997

Territory Manager, October 1991 – December 1993

Education/Certification



University of Pittsburgh, MBA www.business.pitt.edu (January 1997 – December 1998)

- Joseph M. Katz Graduate School of Business
- Pittsburgh, Pennsylvania



University of Iowa, BBA – Marketing tippie.uiowa.edu (August 1987 – May 1992)

- Tippie College of Business
- Iowa City, Iowa



Exit Planning Institute, CEPA exit-planning-institute.org (November 2008)

- University of Chicago, Booth School of Business
- Chicago, Illinois
- Certified Exit Planning Advisor

Trade Association Leadership

Category Management Association www.catman.global (September 2005 to January 2012)

The exclusive trade association serving the disciplines of category management, business analytics, and shopper insights.



Principal, Strategic Advisory Board Member

- Thought leader and speaker for Category Management Association, IIR, and GMDC National Events
- Member of the association advisory board providing strategic direction, industry expertise and perspective