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Candidate Summary

- A creative and innovative professional with 18 years of leadership in worldwide consumer packaged goods companies
- A leader of teams with proven performance on increasing sales and optimizing business portfolios
- A promotable achiever of results, driven through financial analysis, sales initiatives, and effective collaboration
- An initiator, participant and manager of cost reduction initiatives totaling over \$20 million dollars
- An entrepreneur in business through research, product ideas and successful launch achievements

Work History

Consumer Products Co., *New York, NY*

5/10-Present

A home appliance manufacturer under the Good, Better and Best brands

Director of Marketing, Kitchen Appliances

- Manage the brand portfolio and a team with P & L for over \$160 million business
- Developed two infomercial products and associated launch materials doubling retail volume with \$80 million of sales
- Developed six new categories under the Good brand
- Conducted brand study to create an industry brand map and help identify enhancement areas in communication efforts
- Maximized social media exposure and enhanced brand image by spear-heading improvements to web presence
- Decreased cost of goods by \$300K in six months and increased net profitability by 10%

OMG Merchandise, *Miami, FL*

6/09-5/10

A company specializing in making seasonal products and sewing notions under the Big Time and Wow brands.

Senior Director of Marketing, Seasonal Products

- Led team to develop eight new coordinated lines of decorative holiday products with Mexican and Chinese suppliers

- Created integrated merchandising programs for three lines of products and two brands for various channels
- Managed the integration of a newly acquired company

Famous Consumer Solutions, Boca Raton, FL **2/04-1/09**
The makers of Best Seller, Moon®, Mrs. Tea®, Equal®, JIT®, ForeverFresh® and AB® branded Kitchen countertop appliances.

Group Marketing Manager, Cooking and Food Prep 10/06-1/09

- Managed P &L of a product portfolio with an annual revenue of \$190 million comprising of four brands and 29 categories
- Led and managed a team of seven to develop new products overseas, maintain a budget of over \$2 million with promotional activities, and build existing business
- Led sales presentations with major customers in the mass, general merchandise, grocery, drug, department store, direct-to-consumer and specialty channels

Sr. Product Manager, Kitchen Appliances 2/04 – 10/06

- Managed product portfolio of four brands with annual revenue of over \$125 million
- Led and managed a team of five direct reports to develop new products, manage promotional activities, and build existing business
- Increased 2005 sales by 11% and increased direct margin dollars by 24% in 18 months
- Managed a \$2 million dollar budget and three year outlook against sales projections
- Developed the short and long term strategic plans including product, price, placement and promotion for new and existing product categories
- Managed, with cross functional teams, integrated launch campaigns including DRTV, Sales & PR Kits, Video Loops, Internet site development, Packaging, CPG Partnerships and Rebate Promotions
- Achieved Six Sigma Black Belt certification and initiated a cost reduction program of \$1.1 million

Garagelite Consumer Products, Inc.-Jackson, MS **10/02-2/04**
An Outdoor Power Equipment manufacturer of Homelite® and Ryobi® lawn and garden products.

Sr. Product Manager, Gas Blowers, Chainsaws & AC/DC Products

- Developed two products and packaging within three months with overseas vendors, increasing sales by \$8.9 million
- Directed new product focus group, one-on-one interviews, two internet surveys, and three observational research studies
- Facilitated four cross-category brainstorming sessions across multiple business units which generated over 200 ideas
- Initiated and led multiple cost reduction programs with savings of \$11 million

Gilmour Group-*Louisville, KY*

11/95 – 10/02

A manufacturer of non-power lawn and garden products like sprinklers, garden hose, pruning tools and tank sprayers.

Sr. Product Manager

1/01-10/02

- Managed profitability and quality programs on product lines totaling \$90 million in annual sales
- Investigated new business ventures, profile market and industry and analyze long term profitability
- Developed new products in conjunction with IDEO while applying brainstorming techniques
- Directed marketing research projects to identify potential product improvements, new product platforms, competitive issues and brand awareness
- Contributed to a \$6 million cost savings program through design and process changes
- Analyze profitability of customers, throughout the channel, and identify future profit options and potential by changing the product mix or merchandising
- Produced monthly forecast demand for 1800 seasonal products on a monthly basis
- Directed sales initiatives for various channels including Home Center, Mass, Two-step distribution, and Agricultural channels, including sales training materials to respond to competition
- Filtered new products through target costing and financial justifications

Product Manager

7/96-1/01

- Managed profitability and quality programs on product lines totaling \$40 million in annual sales
- Created congruent training materials and conducted training seminars for sales meetings
- Managed and administered marketing information system which streamlined over 20 processes, and resulted in increasing efficiency by 50%
- Prepared program materials and presented product mixes to Ace Hardware, Wal-Mart, Sam's Club, Canadian Tire, TruServ, and Do It Best Corporation
- Directed artwork on new product packaging which won the AHMA packaging award in 1998
- Effectively shortened cycle and backed up new product development timeline by 4 months in 2 years

Product Management Analyst

11/95-7/96

- Created marketing information system with retail reports, competitive comparison reports, market data, customer profiles, sales performance reports, product mix analyses, profitability studies, and product information

Forcross Footwear, Louisville, KY

4/94-11/95

A specialized footwear and sports apparel manufacturer which utilized Redball®, Servus® and private label brands.

Assistant Manager, Product Development

4/95-11/95

- Forecasted over 500 products monthly
- Managed product development process using domestic and overseas resources
- Developed company's first market research project resulting in a 38% response
- Conducted analyses on sales information, product line costing, and competitive reviews

Market Analyst

12/94-4/95

- Profiled over 20 target markets
- Created industry analysis identifying market trends and competitive strategies

Product Development Coordinator

4/94-12/94

- Organized development and prepared costs for over 250 new products in 4 months
- Researched raw materials for improving and developing products domestically and overseas

Skills and Education

University of Louisville

Masters of Business Administration

December 2001

Bachelor of Science in Marketing

December 1993

Minors: International Business and Spanish

Honors: President, Student Marketing Association

-Six Sigma Black Belt-