

JACK TROUT

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MARKETING MANAGEMENT EXECUTIVE

Accomplished, results-driven marketing manager offering successful experience driving market share, brand recognition, and revenue improvements through strategic marketing initiatives and effective brand management in both domestic and international markets. Recognized as multi-level manager consistently delivering results that exceed employer expectations. Characterized as growth catalyst, multi-faceted leader, and hands-on manager with rich career history marked by explosive sales growth, successful new product launches, and innovative acquisition strategies. Available for relocation.

Professional strengths and abilities include:

- ♦ International Marketing
- ♦ Campaign Management
- ♦ Public Relations
- ♦ E-Marketing
- ♦ Partnership Marketing
- ♦ Strategic & Tactical Planning
- ♦ Market Research & Analysis
- ♦ Direct Response Marketing
- ♦ Competitive / Trend Analysis
- ♦ Product Development & Launch
- ♦ Brand Management
- ♦ Program Marketing
- ♦ Retail Marketing
- ♦ Consumer Loyalty
- ♦ P&L Management

PROFESSIONAL EXPERIENCE

Health Products; Los Angeles, CA

1998 – Present

Leading manufacturer of premium pet food sold at specialty pet stores, farm and feed, and veterinary practices.

DIRECTOR OF MARKETING

Direct global marketing strategy, tactics, and execution including domestic and international product management, marketing services, customer service, and retail marketing for company with \$600M in annual revenue and \$90M marketing budget. Spearhead strategic product planning, consumer research, sales/expense planning and reporting, and promotion analysis. Lead 25-person staff including 8 direct reports and outsourced creative personnel to develop website, execute mail and e-mail acquisition marketing, identify and evaluate marketing opportunities, and implement brand standards. Identify, develop, and evaluate marketing initiatives, strategies, and programs through consumer research, competitive/trends analysis, and creation of internal metrics and management reporting.

Key Achievements:

- ♦ **Produced 210% increase in sales** with 2.1% point increase in dollar share in 2005 over 1999 by repositioning declining Natural Choice cat brand to Complete Care.
- ♦ **Exceeded industry average of 4% domestic sales growth with 11% domestic growth** through development of Nutro's first strategic marketing plan.
- ♦ **Generated \$700M+ in new product sales** in 7 years by spearheading new product development and launch.
- ♦ **Fueled sales with \$540M revenue in 6 years**, 33% of 2005 estimated sales, and number one ranking for large breed product sales in pet stores by directing development of new target segments.
- ♦ **Pioneered company's entry into E-commerce** by leading formation of E-based capabilities including website, e-merchandise sales, e-offers, e-tracking, e-ordering, and e-resource center.
- ♦ **Delivered 215% increase in unique hits** in first year through development and introduction of website acquisition strategy including pay-per-click, SEO, e-mail.
- ♦ **Achieved 150+% ROIs and 9% redemption rates** for developing marketing acquisition plan including sampling, couponing, trial size bags, direct mail, and e-mail campaigns.
- ♦ **Increased sales 25%** in first quarter of implementing company's first comprehensive promotional strategy.
- ♦ **Built consumer database to 2.2M consumers** and increased influencer sign-ups 155% by directing enhancement and development of retailer influencer and consumer loyalty programs.
- ♦ **Improved customer retention** from 3.9 to 4.1 years through development of CRM strategy.
- ♦ **Reduced marketing POP costs 10%** by negotiating vendor contracts and managing production, shipping, printing, and scrap schedules and efficiencies.
- ♦ **Accelerated growth by 208% over 5 years** by building and managing international marketing team, formulating strategic marketing plan, identifying new target segments, and developing new products.
- ♦ **Developed, managed, and grew high performance marketing team** from 10 to 25 personnel.

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Professional Experience Continued...**Magellan Systems;** San Dimas, CA

1994 – 1998

*Manufacturer of consumer electronics for navigation in vehicle, outdoor, and aviation markets.***MARKETING MANAGER**

Recruited to penetrate new markets and retail channels for \$60M outdoor market through strategic planning, competitive analysis, product concepts, packaging, pricing, advertising, collateral, promotions, trade shows, and communications. Led three-person staff and external agencies to develop products and promotions, analyze sales, manage trade shows, purchase media, provide creative services, and conduct public relations. Managed \$2.8M marketing budget and associated market P&L's to develop and execute marketing strategies, budgets, and sales plans for marine and outdoor business segments.

Key Achievements:

- ♦ **Tripled business for outdoor consumer Global Positioning System (GPS)** from \$20M to \$60M in 4 years by effectively managing new product and program introduction.
- ♦ **Generated \$18M in 5 months** through research, development, and marketing of first low cost, color GPS receivers.
- ♦ **Contributed to 70% increase in distribution** by delivering effective sales presentations and programs for Kmart, Costco, Fred Meyer, Radio Shack, Sam's Club, Circuit City, and multiple South American and Asian distributors.
- ♦ **Produced 20% increase in accessory sales** and significant increase in product exposure through development of new packaging, collateral, and sales materials that improved reach to target audience.
- ♦ **Achieved 40% increase in advertising exposure** by negotiating rates and magazine placements.
- ♦ **Increased consumer leads by 60%** through development of targeted ads and dealer direct response program.
- ♦ **Delivered \$2.5M in revenue** and \$2M in free television and print publicity by developing and establishing ATV/GPS partnership promotion with Honda's ATV division.
- ♦ **Fueled sales with \$600K in first quarter revenue** and \$300K in profit through partnership with THG Software to develop and license software to enhance GPS products, grow and educate market, and expand distribution into Wal-Mart and Best Buy.
- ♦ **Saved 40 man hours per quarter** and cut printing expenses by 25% by streamlining and simplifying pricing process.

Toro; Bloomington, MN

1990 – 1994

*Fortune 500 lawn and garden manufacturer.***SENIOR BUSINESS ANALYST**

Developed short- and long-term business plans for do-it-yourself line of irrigation products.

Key Achievements:

- ♦ **Collaborated with eight divisions to develop financial models** for new markets and determine financial and operational requirements for budgeting and strategic planning.
- ♦ **Contributed to sales growth** through development of pricing policy and methodologies for new channels, products, and sales programs.

EDUCATION & AFFILIATIONS

California State Polytechnic University; Pomona, CA

Master of Business Administration (MBA)

University of Wisconsin – Madison; Madison, WI

Bachelor of Business Administration (BBA) in Finance and Management Information Systems

Member – American Marketing Association (AMA) ▪ Direct Marketing Association (DMA)