

# Constance O'Conner

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## DIRECTOR OF BRAND MANAGEMENT

### Immediate Value Offered

- New Product Development & Launch
- Concept Alignment & Brand Positioning
- ROI Assessment
- Product Improvements
- Business Objective Identification & Strategies
- Media Planning & Consumer Promotion
- Analysis & Brand Management
- Programming & Packaging
- Relationship Management
- Team Building

Dynamic leadership career directing and managing brand development with proven track record achieving business objectives through knowledge of brand characteristics, future prospects, opportunities and market position. Rich mix of operations, marketing and business development. Expert in design, development, implementation and execution of brand strategy and plans supporting business operations and long-term corporate strategic business vision.

### Areas of Expertise

- ☑ *Marketing professional* with successful and progressive record of experience in diverse areas of brand development, product management, market research, competition analysis, pricing and related aspects of sales strategy planning involving global operations in consumer packaged goods.
- ☑ *Demonstrated record of developing new marketing/sales strategies* and product launches which have resulted in increased sales volume and profitability.
- ☑ *Strong analytical aptitude* — adept at evaluating market potential, anticipating marketplace and competitive issues, and designing innovative marketing programs/promotional materials.
- ☑ *Excellent communication and leadership skills* — team builder with proven ability to motivate and interact effectively with all levels of management, staff and customers.

## EXPERIENCE & ACCOMPLISHMENTS

HOLIDAY FOODS, AHOMA, IL

1998 to Present

**Category Business Director**, Holiday Yummies Cream Cheese (2008 to Present)

Lead the \$565 million Holiday Foods cream cheese franchise and the new frozen breakfast entry BAGEL-YUMMIES with accountability for Profit & Loss (P&L). Manage strategic partnership with Filled Bagels Industries, LLC.

### KEY ACCOMPLISHMENTS:

- **Achieved 5% revenue growth and 26% profit growth** on Holiday Foods in '08 guiding business through a shift in advertising and trade strategies.
- **Identified and implemented strategy to conquer cream cheese usage boundaries** focusing on penetration of high-potential cooking and snacking usages. Championed innovative marketing with greater reliance on emerging media to drive new consumer behaviors such as *online distribution and recipe videos*.
- Selected and partnered with new advertising agency to develop breakthrough advertising campaign to introduce new usage and build greater emotional connection with consumers.
- **Delivered strong numbers during the critical Q4 '08 holiday season** by deploying an award-winning print campaign to drive holiday cheesecake usage and ensured flawless execution of Holiday merchandising gaining 10%+ improvement in incremental performance at Christmas.
- **Launched Bagel-Yummies platform- realizing \$25 million in first year.** Amassed consumer support by addressing needs for convenience and 'real breakfast' taste. Added Bagel-Yummies fruit and cream line in '09 to expand consumer appeal and gain greater shelf space.

**Director, Consumer Cohorts**

2007 to 2008

Spearheaded the ground breaking initiative aimed at delivering meaningful solutions for consumers impacted with Diabetes. Drove the innovative approach to consumer research including extended ethnographic research with anthropologist.

**KEY ACCOMPLISHMENTS:**

- **Significantly enhanced Holiday Foods understanding of diabetic consumer** with identification of deep consumer insights and unmet needs. Constructed a robust foundation of technical diabetes and metabolic syndrome knowledge to identify key drill sites and insights for competitive advantage.
- **Identified key strategic external partners** to enhance organizations ability to address the needs of consumers with diabetes.

**Director, Global Cheese & Dairy NPD**

2006

Directed the global growth of Cheese and Dairy new product platforms. Qualified whey protein as a strong consumer platform with global relevance and natural fit with dairy products. Built lead concept in opposition to benefit areas of strong bones/bodies and energy/vitality.

**KEY ACCOMPLISHMENTS:**

- Created **preliminary whey protein product prototypes** and initiated branding procedures.
- Defined prime drill site for innovation on largest global brand, **PHILADELPHIA** cream cheese and penetrated new usage occasions across multiple geographies.
- Expanded four **PHILADELPHIA new product concepts in European markets** from ideation stage through quantitative research which validated potential for new usages in snacking/appetizers.

**Senior Brand Manager, Natural Cheese**

2004 to 2006

Governed \$890 million Holiday and Oh-So-Yummy Natural Cheese franchise with full P&L accountability.

**KEY ACCOMPLISHMENTS:**

- Managed trade-driven natural cheese business through commodity volatility and pricing actions to deliver **two consecutive years of revenue and market share growth and 31% profit growth** in the United States.
- Leveraged health and wellness trends to drive greater market share and differentiation by supporting the company's 2% Cheese segment. Launched new 2% natural cheese products and increased distribution of existing items to deliver segment growth.
- **Deployed TV copy that received strongest testing scores in seven years strengthening the equity of shredded cheese market.**
- Launched Yummy Cheesy Crumbles identifying opportunity to drive grater cheese usage.
- **Partnered with crackers** to ensure strong in-store performance and effective customer programming.

**Senior Brand Manager, Super Yummy Cottage Cheese & Cream Cheese Dips**

1998 to 2004

Managed three Cottage Cheese trademarks and one Dips trademark with total revenue of \$196 million.

**KEY ACCOMPLISHMENTS:**

- Awarded **"Bronze Milkman Award"** for advertising effectiveness for 'half the sugar of yogurt' campaign.
- Received **"General Manager's Cheese & Dairy Award"** for strategic repositioning of cottage cheese.
- Awarded **"Holiday Foods Superior Achievement Award"** for launching calcium-fortified cheese singles.

**EARLY CAREER—**

Began career after college into roles as Legislative Aide and later **Assistant Product Manager** for Kleenex Huggies Diapers. Gained valuable experience in all areas of product launch, positioning and marketing. Known as the "go to" person to get things done.

**EDUCATION**

**MBA, DARDEN GRADUATE SCHOOL OF BUSINESS, UNIVERSITY OF VIRGINIA, Charlottesville, VA—1996**

**BA, English, DUKE UNIVERSITY, Durham, NC—1989**

