



Kurt Richardson, MBA, BBA

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VICE PRESIDENT OF SALES & MARKETING - CPG SECTOR

Offers over 17 years of success securing new business and loyalty of tier 1 clients in the consumer packaged goods (CPG) industry through effective relationship selling and best-in-class integrated promotional campaigns.

Entrepreneurial executive with **verifiable** achievements in business development, strategic branding and the provision of high-quality and cost-effective promotional solutions to CPG organizations. Offer proven performance in driving revitalization and maintaining strong brand positions across multi-channel businesses. Leverage expert business acumen informed by scrupulous industry and market research to create competitive distinction, increase revenue growth and build long-term client relationships. Employ a motivating and empowering leadership technique to build high-performance teams committed to exceeding targets and establishing credibility with clients. Combine collaborative leadership and an uncompromising work ethic to create accelerated business performance and inspirational corporate cultures for staff, consumers and communities.

AREAS OF EXPERTISE

- ✓ Sales Plans Development
- ✓ Customer Consultation and Needs Analysis
- ✓ Teambuilding and Training
- ✓ Budgeting and Forecasting
- ✓ Price Structuring and Negotiations
- ✓ Market Analysis and Segmentation
- ✓ Strategic Alliances and Partnerships
- ✓ Revenue Acceleration Strategies
- ✓ Vertical and Geographic Market Penetration
- ✓ Relationship and Solutions Selling

SALES LEADERSHIP HIGHLIGHTS WITH TIMG

TEAM DEVELOPMENT	<ul style="list-style-type: none"> ☑ Cultivated a solutions-focused, diversified team of 25 staff including sales, client service, administration and creative resources, sparking team-wide investment in client partnerships.
SALES AND MARKET SHARE GROWTH	<ul style="list-style-type: none"> ☑ Carved out and sustained a strong market foothold in the face of gargantuan competitors such as MacLaren McCann and Cossette, drawing upon a personalized client service strategy to realize annual revenues of up to \$4.3 million.
SALES OPERATIONS MANAGEMENT	<ul style="list-style-type: none"> ☑ Overhauled the account development and maintenance process to sharpen competitive edge, instigating a 33% revenue boost overall: <ul style="list-style-type: none"> ✓ Modernized the account pricing and management policy for key accounts to align with individual client needs, augmenting revenue by 26%. ✓ Spearheaded a focus on e-marketing for SME accounts which reduced administration and facilitated lower resource needs, slashing labor expenditures by an impressive 58%.

QUALIFICATIONS IN ACTION

PRESIDENT & CEO

1993-2011

TOP IMAGE MARKETING GROUP (TIMG), Calgary, Alberta

Founded this marketing firm to offer household name CPG clients best-in-class strategic creative services, optimizing the in-store experience through nuanced understanding of consumer shopping behavior and clients priorities and challenges.

CLIENT ROSTER: Coca-Cola, Dr. Pepper, Arizona's Ice Tea, Vincor, House of Blues, M&Ms, Campbell's, Elizabeth Arden, Bata, Nestlé Marketing and Sales Divisions (Ice Cream, Frozen, Gerber, Purina Pet Care, Confectionery).

- Deftly navigated sea changes in technology and industry trends by incorporating Smartphone apps and web-based advertising into integrated marketing and sales campaigns.

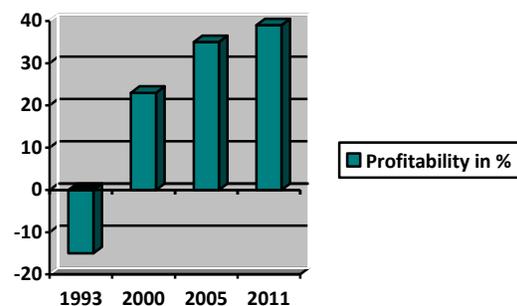
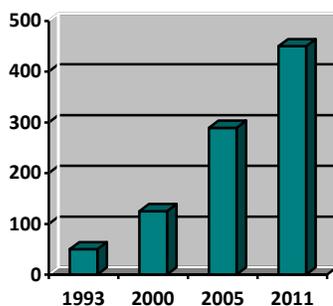
QUALIFICATIONS IN ACTION CONTINUED...

PRESIDENT AND OWNER

TOP IMAGE MARKETING GROUP (TIMG), Calgary, Alberta

- **Poached a sizeable customer base from more firmly established competitors** by offering seamless offline and e-commerce options, personalized services and cost-effective customized solutions.
- Successfully remained Coca-Cola's provider of choice as the scope of their resource center broadened by developing custom software to manage 3000+ requests per year for visual asset management services.
- **Coached and groomed a team of 19 creative resources and 7 support staff**, equipping them with the tools, product knowledge and motivation required to deliver top-flight service to clients.
- Developed customer/brand management market tracking package for each client project, utilizing market trends and conditions, competitive overview, pricing, distribution, basket analysis and POS data to improve tactics.
- Charted a strategic plan to secure new TIMG business, **achieving profitability within the first two years** through **relationship selling, strategic marketing, an excellent business model** and **solid customer relationships**.
- Fostered credibility and nurtured relationships with tier-1 key accounts, **capturing sales of up to \$9.9MM**.

SUMMARY OF BUSINESS SUCCESS



ENGAGEMENT HIGHLIGHTS:

CHALLENGE	ACTIONS AND RESULTS
<p>NATIONAL PROMOTIONS MANAGEMENT</p> <p>Capitalized on the NBA's need for confectionary category sponsorship to drive in-store traffic and build basket size for 4 of Nestlé's top 5 brands. Led negotiations to establish Nestlé as the official confectionary supplier to the NFL.</p>	<ul style="list-style-type: none"> • Conducted incisive post-mortem evaluation of a 2007 program to harness campaign strengths and eradicate weaknesses for the 2008 roll-out, designing a secondary program specifically for the Coffee Crisp brand. • Crafted overarching promotional concept as well as tagline, in-store messaging, merchandising strategy, web-based promotional content, creative banner advertising, creative and field activation concepts, prizes and contest rules. • Achieved a 17-point increase in sales volume, market share and in-store display activity across all 4 core brands within the first year. • Generated an astounding 400% increase in total contest entries between the first and second year.

QUALIFICATIONS IN ACTION CONTINUED...

PRESIDENT and OWNER

TOP IMAGE MARKETING GROUP (TIMG), (Continued) Oakville, Ontario

CHALLENGE	ACTIONS AND RESULTS
<p>BRAND COMMUNICATIONS & SALES DEVELOPMENT</p> <p>Brainstormed Arizona's Ice Tea's first global brand extension in collaboration with a roundtable committee.</p>	<ul style="list-style-type: none"> Led consumer research and analytics to guide the go-to-market strategy and development of trade communications, packaging, POS and launch collateral. Introduced a multi-pronged marketing, public relations and sales support plan designed to build brand awareness within the consumer market, utilizing innovative advertising and merchandising tools. Created an innovative communications model for flavor launches which has since become a worldwide industry standard.
<p>PRODUCT AND PACKAGING LAUNCHES</p> <p>Partnered with M&Ms to identify core brand values, securing buy-in from the client to leverage colour (the product's primary attention-grabber) through the "Show Your Colours" do-it-yourself package design consumer contest.</p>	<ul style="list-style-type: none"> Developed a fully-integrated marketing plan encompassing online, in-store, television, out-of-home and customer-specific components, formulating a call-to-action and opportunity for self-expression to pique consumer interest. Broke category ground by designing and launching 3.8 million first-of-kind white promo packs to create a high-impact in-store experience, successfully exceeding sales targets. Maximized contest entries by developing a daily iPod shuffle giveaway and a user-friendly PIN code for submission. Secured participation of Humber College Art Instructors to adjudicate contest submissions, taking 10 winning designs to press.
<p>SALES INCREASE VIA LOCAL STORE MARKETING</p> <p>Spearheaded a wildly successful in-store promotion for Dr. Pepper in Atlantic Canada Sobey's and RCSS/LCL stores, in alignment with Coldplay's regional tour via River City Promotions.</p>	<ul style="list-style-type: none"> Envisioned and implemented an in-store entertainment-focused promotional concept with an internet entry option, personally coordinating creative development and definition of contest rules and regulations. Negotiated contract terms and conditions with all key stakeholders and executed the seamless promotion remotely. Boosted Dr. Pepper's market share by 4.4 points and sales volume by 22% within a mere 4 weeks, while primary competitor Pepsi's share declined by 3.7 points and volume by 9%, with Dr. Pepper selling an average of 20% more cases than Pepsi. Earned accolades from both Dr. Pepper and Sobey's accounts, with subsequent programs deployed in 2007 and 2008.

EDUCATION AND TRAINING

BACHELOR OF BUSINESS ADMINISTRATION, Marketing
 California State University, School of Business, San Jose, California, USA

Kurt came to me after making the decision to wind down his firm after almost 20 years of entrepreneurial executive leadership and move into a corporate role focused on sales leadership as a director or VP. Prior to seeing me, Kurt had sent out over 100 resumes with zero responses. He was very frustrated as he felt – rightly – that he had a lot offer to potential employers based on the caliber of clients he had cultivated over his entrepreneurial career.

After meeting with Kurt, I felt that I had a lot work with in terms of content: Over 20 pages! My major challenge was figuring out how to present these successes in a cohesive, succinct yet attractive manner. I decided to present the information in columns using the CAR strategy for Challenge, Action and Results. Using that strategy, I focused on showcasing how his integrated marketing campaigns for household name brands resulted in dramatic market share and sales growth for his clients by focusing on his strategic sales planning, unique business & marketing insights, marketing creativity and leadership.

I also demonstrated his successes not only growing the market share and sales for his clients but also for his firm. I achieved this by creating graphs that showed year over year account growth and profitability growth. In terms of look, I wanted to strategically brand him. Kurt is full of personality and vibrancy – he is hard to miss – so I chose vibrant colors, graphs, columns and images to create a uniquely branded document. Kurt received a job offer from a large CPG firm within three and a half weeks of starting his job search as their new Senior Director of Retail Sales.