

## Capabilities Statement

*I help CEOs of \$50MM+ CPG companies make more money by profitably scaling their brands using proven strategies that create sell-thru and increase sales velocity.*

- CPG Brand Growth Accelerator | Business Leader & Strategist | Award-Winning Marketing Expert
- Expert at helping brands scale in the CPG omnichannel environment
  - Identify/validate target audience and communication strategies
  - Keys to successful fact-based product sell-in & review
  - New product ideation, validation & testing
  - Packaging design strategy, optimization and execution
  - Understanding retailer benchmarks and performance expectations to avoid discontinuation
- Proven success defining and implementing brand marketing & shopper marketing solutions quickly and cost-effectively
- Content Creator strategy and program development
- Packaging redesign and optimization
- Strategic thought leadership for marketing to diverse audiences



- 8+ years of Fractional CMO experience, providing cost-effective marketing solutions:
  - Partner with CPG executives to profitably scale omnichannel distribution
  - Fill the gap in marketing leadership and expertise
  - Develop strategies to significantly increase in-market success rates
  - Leverage proven push/pull tactics to create sell-thru and increase velocity
  - Lead strategic initiatives until "Go/No Go" alignment is reached
  - Advertising and media liaison
  - Multicultural marketing expert
  - Lead internal marketing resources



**DUNS:** 075388042

**Cage Code:** 8JAL9

**541613** – Mktg Consulting

**541890** – Other Adv Svcs

**Blueprint Marketing Group LLC**

*strategic marketing partner & growth accelerator*

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