

New Product Development and Brand Management

Accomplished professional, expert in orchestrating successful product launches and marketing collateral that resonate with diverse consumer bases and yield substantial revenue growth.

Proven expertise in managing all aspects of new product development, from product brainstorming to go-to market plans. Skilled in cultivating and maintaining strong relationships with partners and customers, ensuring collaborative success and sustained business growth. Track record of driving product innovation and development processes, adept at translating market insights into commercially viable products that consistently exceed expectations. Demonstrated ability in leading cross-functional teams, utilizing strategic thinking and effective communication to achieve project objectives and maintain alignment with brand vision. Experienced in developing compelling marketing narratives and executing 360-degree go-to-market strategies, effectively integrating across channels to maximize brand impact and consumer engagement.

Areas of Expertise

- ◆ Project Lifecycle Management
- ◆ Marketing & Brand Management
- ◆ Market & Data Analysis
- ◆ New Product Development
- ◆ Relationship Management
- ◆ Strategic Planning & Execution
- ◆ Team Building & Leadership
- ◆ Go-to-Market Strategy Execution
- ◆ Inventory Control & Optimization

Key Achievements

- Launched average of 15 new products annually, culminating in introduction of over 200 products and generating significant revenue.
- Boosted brand revenue by impressive 20% on average across multiple years.
- Achieved remarkable 32.2% growth in celebrity-endorsed product line within single year.
- Expanded body care collection, achieving average annual growth of 28% over three-year period.
- Reduced overstock component inventory by 15% within five-year timeframe.

Professional Experience

Made by Gather, Sensio LLC, New York City, Remote
Product Brand Manager Associate – bella Brand

2024 – Present

Supported the execution of go-to-market strategies across multiple brands by collaborating with cross-functional teams and analyzing retail and sales data. Assisted with new product development, including preparing setup forms for major retailers (e.g., Target, Costco), conducting competitive analysis by product type and pricing, and building line review decks with product details. Partnered closely with the Product Brand Manager and internal teams to meet key milestones, update pricing, and identify underperforming SKUs through sales reporting.

- Assisted in the creation of three-year roadmap with innovative and unique ideas.
- Created industry and product competitive analysis and presented findings to ELT in strategy meeting.
- Fostered strong collaboration between internal teams and external stakeholders, utilizing market insights to identify and capitalize on growth opportunities.
- Personalized product decks for sales leads in preparation for retailer line reviews with key identified product opportunities.

Delta Faucet Company, Indianapolis IN

Product Manager – Brizo Brand

2021 – 2023

Develop and launch new product bath suites for luxury brand, adhering to internal Product Plan and Road Map processes. Manage product scope, principles, features, benefits, and pricing within framework of Brand strategy and competitive market analysis. Oversee entire product development lifecycle, from initial concept to market launch. Analyze product performance, user behavior, and market trends to identify opportunities for optimization and growth, managing extensive portfolio of over 2,000 SKUs.

- Led successful launch of Allaria bath suite, achieving \$7M in year-to-date sales.
- Built and implemented unique portfolio analysis approach, enabling strategic product planning and road map development.
- Optimized product offering portfolio, significantly reducing cost of goods while driving brand growth.
- Established effective collaboration between internal teams (Marketing, Brand, Channel, Sales) and external stakeholders, leveraging market research to pinpoint growth opportunities.

Australian Gold, Indianapolis IN

2008 – 2021

Senior New Product Development Lead | 2021 – 2021

Senior Brand Manager | 2018 – 2021

Brand Manager | 2014 – 2018

Assistant Brand Manager | 2012 – 2014

Product Development Supervisor | 2008 – 2012

Spearheaded launch of 20+ products across five globally recognized brands. Orchestrated introduction of strategically priced premium product that achieved sell-out status within month. Managed full product development lifecycle for diverse product lines, ensuring alignment with brand strategy and market demands. Conducted extensive market research to inform brand strategy and support successful product execution.

- Drove 20% increase in overall revenue for company's primary global brand.
- Implemented strategies to reduce overstock inventory, achieving consistent 15% year-over-year reduction.
- Optimized cost of goods, improving profitability by 2 points.
- Pioneered development of award-winning products within portfolio.
- Executed influential paid social media campaigns, boosting brand awareness by over 25% in six months.
- Led cross-functional team of 12 in development and commercialization of new products for global brands and private label customers.
- Increased revenue by 32% for celebrity-endorsed product suite, demonstrating effective brand partnership management.
- Identified and implemented five cost-saving opportunities in newly owned brands, achieving \$10K in instant savings.
- Coordinated large-scale customer events, managing logistics for 150-200 attendees.

Education

Bachelor of Science in Technical Management with focus on Sales & Marketing

DeVry University, Naperville, IL

Technical Proficiencies

Microsoft Office Suite, Adobe Applications (Reader, Writer and Photoshop), Fusion, SAP, Axapta, Monday.com