



NAME

Misty Sunshine

INDUSTRY/SEGMENT

Personal Care Bottles

JOB TITLE

Marketing Manager

REPORTS TO (JOB TITLE)

AGE/EDUCATION

N/A

YEARS IN THIS JOB

N/A

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

I influence or make decisions on brand marketing for Personal Care bottles for a large blue-chip company that has publically shared sustainability goals.

I influence our buyers' decisions about bottle design and requirements for the brands I manage.

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

1

Product differentiation (size, style, decoration, material/ingredients, etc)

2

Company vision/goals – growth, new product launches, sustainability

3

Shelf presence (space taken up on a store shelf)

4

End User Perception/Value Alignment – how do consumers view my product and does it resonate with their values and beliefs?

5

Cost (piece price of bottle) – not as an important aspect, but all projects have a budget



PRODUCT:

Personal Care Bottles

MY ROLE IN BUYING:

I use the values and goals of the company
to create brand messaging for new
products and rebrand existing products

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

Appearance/discoloration of bottles with PCR
Cost, piece price of bottles that include PCR

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

My success is based upon the company's revenue of brands that I manage

HERE ARE OTHER WAYS I MANAGE WITHOUT YOUR PRODUCT:Virgin resin products
Competitor products with PCR

HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

Category

Who? Which ones?

<input checked="" type="checkbox"/>	Ask analysts/read analyst reports
<input checked="" type="checkbox"/>	Attend industry conferences
<input checked="" type="checkbox"/>	Attend vendor-sponsored events
<input type="checkbox"/>	Ask a colleague for a recommendation
<input type="checkbox"/>	Read white papers
<input checked="" type="checkbox"/>	Use internet search engines/online research
<input type="checkbox"/>	Read vendor collateral
<input type="checkbox"/>	Read magazines/publications
<input type="checkbox"/>	Other influences

HERE IS SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:

WRITTEN BY

DATE