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| cid:33E0DB46-E041-41CA-98FF-A6F3D63F6AC4 | Mark  Peterson  P&G Alumni and Entrepreneur | |
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Mark recently retired from P&G after nearly 40 years. His most recent P&G role was as Director, Global Business Development, responsible for leading business to business negotiations where Business Model innovation was required including licensing Trademarks, Technologies and Know-How, as well as minority equity investments and Joint Ventures. Mark spent the first 26 years of his career in Sales roles including leading the formation and execution of P&G’s customer team approach with teams including K-Mart and Super Valu and he also led the Canadian Sales Organization with responsibility for 800 employees and $2.5B in Sales responsibilities.

**Track record of Success:**

1. Led P&G’s Global Transaction Team, completed ~2,000 deals with NPV’s to P&G totaling $1.65B. Developing, negotiating and executing agreements that help companies partner efficiently and effectively.
2. Delivered 26 years of consecutive Sales growth for P&G across all P&G CPG Business’s including Laundry, Paper, Food/Beverage, Healthcare and Beauty businesses in the US and Canada.

**Areas of Expertise:**

1. *Broad CPG experience* in North America driving Annual Sales in excess of $2.5B plus *Global Transaction experiences* with about 35% of the Global Business Development agreements executed with Asia/Pac and European companies.
2. *Entreprenuerial expertise* has been developed with 3 key experiences:
3. Negotiating and reaching agreements around the world with entreprenuers for P&G
4. Started 2 LLC’s since retirement from P&G. Peterson Consulting Group and The Founders Page, learning on the job.

**Board and Advisory experiences:**

1. Servied on the State of Ohio’s Third Frontier Board (Jan. 2010-Sept. 2016). Board responsibilities included investing approximately $175MM per year of Tax dollars with Regional Entrepreneur Centers to reinvigorate Ohio’s economy.
2. Corium International Inc., Advisory Board Member from 2006 until the April, 2014 IPO.
3. Advisory Board Member to Kings Square Partners, Private Equity Firm in Cincinnati from 2011-current.
4. USA Governors Annual Conference speaker—2007 Summer Meeting; 2012 Spring Meeting – Economic Development Committee

**Benefits to executives of Mark’s Board Membership:**

1. Expert advice on how to access strategic assets without simply acquiring them.
2. Practical experience in leading transformation change with large organizations
3. Advise on how to operate effectively in the new digital economy to grow brands and companies
4. Collegial entrepreneurial style leads to open communications and creative solutions

**Educational Background/Professional Accreditation:**

University of Notre Dame, 1976, BBA Management

Beta Gamma Sigma Society Honors

Annual USA Governor’s Conferences—(2007 & 2012)

Keynote Speaker at Licensing Executive Society ‘Making Asymmetrical Relationships Work’

Certified Licensing Professional

State of Ohio Third Frontier Board 2010-2016 (Gubernatorial appointment)

P&G Recognition included:

Top 5 Training Manager Globally (3 times)

Global Expert in Executive Selling