

Doug Radi

SVP of Marketing and Conventional Channel Sales at Charter Baking Company

Summary

Experienced marketing, sales and general management professional with 16+ years in the consumer packaged goods industry, including the OTC healthcare, snack food, dairy, bakery and organic/natural industries. Professional experience includes 10 years working on the largest Brands in the natural and organic products industry including Silk Soymilk, Horizon Organic and Rudi's Organic Bakery.

Specialties

General Management, Branding, Strategic Planning, Marketing Planning and Execution, Sales, P&L Management, Advertising, Package Design, Public Relations, Cross Functional Leadership, Organic and Natural Foods

Experience

SVP of Marketing and Conventional Channel Sales at Charter Baking Company

May 2012 - Present (2 years 3 months)

Vice President, Marketing at Charter Baking Company

August 2007 - May 2012 (4 years 10 months)

Responsible for Marketing and Brand Strategy for Charter Baking portfolio, the leading natural and organic bread and baked goods company in the U.S. Brands include Rudi's Organic Bakery, Vermont Bread Company, The Baker, and Matthews All-Natural.

Marketing Director - Silk Soymilk at WhiteWave Foods

September 2004 - August 2007 (3 years)

Managed Silk Soymilk business, one of the largest natural product Brands in the US.

Brand Manager at Horizon Organic

June 2003 - September 2004 (1 year 4 months)

Sr Brand Mgr at Frito-Lay

November 1999 - June 2003 (3 years 8 months)

Associate Brand Manager at Bayer Consumer Care

July 1997 - July 1999 (2 years 1 month)

Skills & Expertise

Consumer Products

Food
Cross-functional Team Leadership
P&L Management
Market Planning
Advertising
Strategic Planning
Marketing
Customer Insight
Brand Management
Shopper Marketing
Packaging
Marketing Strategy
Brand Architecture
Sales Management
Business Strategy
Inventory Management
Grocery
Brand Development

Education

Wake Forest University - Babcock Graduate School of Management
MBA, Marketing, 1995 - 1997

Colorado State University
Bachelor's degree, 1985 - 1989

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[Contact Doug on LinkedIn](#)