

JULIO A. MORALES
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EDUCATION

2018-Present	KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY <i>Candidate for Master of Business Administration degree, June 2020</i> <ul style="list-style-type: none">Intended Major: Marketing, Intended Pathway: Technology Management	Evanston, IL
2005-2007	WARRINGTON COLLEGE OF BUSINESS, UNIVERSITY OF FLORIDA <i>Bachelor of Science</i> <ul style="list-style-type: none">Major: Marketing	Gainesville, FL

EXPERIENCE

2012-Present	CONAGRA BRANDS <i>Associate Brand Manager (Domestic), 2018 – Present</i> <ul style="list-style-type: none">Direct ten lines of business on largest brand within Conagra. Primary focus on P&L ownership, competitive analysis and renovation projects related to a \$1.1B brandCommercialized a \$30M product differentiation project through stage-gate process, resulting in expanded distribution and forecasted double-digit growth in year one within a flat performing categoryLed a cross-functional team through a Mastering Complexity exercise, forecasting \$7M of material savings and a projected 4% profit margin growth in two years <i>Associate Brand Manager (International), 2017 – 2018</i> <ul style="list-style-type: none">Managed financial analysis, P&L development and pricing related to brand initiatives totaling \$80MSupervised cross-functional teams through a product reformulation and graphics refresh and enabled distribution expansion into new markets with a potential gross revenue increase of \$3.2MNegotiated contract with Fox to launch a promotion with <i>Venom</i> across ten countries, resulting in \$2M in product sales, expanded distribution, and a 360-marketing plan incorporating online and in-store tactics <i>Manager, Business Development (International), 2012 – 2016</i> <ul style="list-style-type: none">Awarded “Polar Explorer” distinction given to top two performers of 50-person teamExecuted growth strategies to increase market share across the Caribbean, Europe, Middle East and Africa; established and implemented business goals through Joint Business Planning to oversee \$42M P&LNavigated organizational complexities to introduce market-specific PAM cooking spray portfolio in Israel, growing top line sales for product line by 50%Pioneered first ever \$2M sale of raw material by collaborating with Brand, Legal, Finance, and Supply Chain <i>Manager, Market Development – Growth and Innovation (International), 2014 – 2015</i> <ul style="list-style-type: none">Drafted and presented strategic business case to an executive steering committee and received approval to pursue a \$300M opportunity within Hot Beverage category in Southeast AsiaDeveloped commercialization plans worth \$18M with local distributors throughout Southeast Asia with an expected two-year gross revenue of \$100M	Chicago, IL and Miami, FL
2009-2012	DEL VALLE BRANDS <i>Project Manager – Asia and Mexico, 2009 – 2012</i> <i>Manager, Business Development – Caribbean, 2009 – 2012</i> <ul style="list-style-type: none">Managed end-to-end launch of 22 SKU product line after licensing pitch to Fortune 500 brand ownerRefined go-to-market strategy for 150 retail locations, including Wal-Mart and H-E-B, leading to a \$1.5M pre-order of kitchen utensilsIdentified process inefficiencies and negotiated pricing with Chinese manufacturers resulting in a 7% increase in profit	Miami, FL

ADDITIONAL DATA

- Community Involvement: Conagra Brands LGBT & Ally Employee Resource Group, *Community Engagement Lead* (2016 – Present); United Way of Metro Chicago, *United Pride Executive Committee* (2017 – Present)
- Relevant Coursework: Introduction to Software Development, Technology Marketing, Human and Machine Intelligence, Launching New Products and Services, Marketing Strategy, Negotiations Fundamentals
- Personal Interests: Avid Traveler – travelled to 67 countries and collected more than one million frequent flyer miles; Tennis enthusiast – received 500+ hours of formal instruction and visited two of four Grand Slams

August 4, 2017