

# JOHN VELTRI

Entrepreneurial Strategic Brand Manager

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## SUMMARY

Proven, data-driven CPG Brand Manager, fueled by research, analytics and consumer insights. Strong, iterative experience restaging and launching new brands & products relevant to next-gen shoppers, innovating with excellence, and leading cross-functional teams to deliver shopper relevancy & sales. Passionate about business, consumer behavior, digital technology & data, and continuous improvement.

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## EXPERIENCE

### Assistant Brand Manager, Topco Associates LLC | Chicago, IL Jul 2015 - Present

- Owned the new brand launch of Pure Harmony a premium pet brand, forecasted to yield \$13MM in Year 1. Led a cross-functional team of buyers, designers, QA, suppliers, research agencies – including customer research, data-driven brand strategy, shopper marketing, consumer & trade promotions, legal/regulatory hurdles, and launch execution.
- Developed a data-driven 3-5 Year Innovation plan & road map for Full Circle Market (\$130MM Organic cross-category brand), including size-of-prize analysis, future-trend planning, and internal selling to key stakeholders.
- Grew the @ease brand from 8 to over 100 items, sales revenue up +171% to \$3.6MM YOY, monthly sales +565% vs. pre-launch, and drove Member sell-in increase from 8 to 18 retailers. Guided brand strategy & design, analyzed competitors, copywriting, and created sell sheets to support the launch with data points from IRI syndicated data, Nielsen and Mintel.
- Led a cross-functional team to restage the \$40MM Paws brand, increasing monthly sales +33% vs. PY and reversing declining category sales - Included persona development, competitive analysis, customer research, creative teams and suppliers on product development, shopper marketing, and consumer & trade promotions.
- Currently responsible for new craft beer brand development, including leading assortment analysis & brand strategy.

### Brand Specialist, Brand Management, Topco Associates LLC | Chicago, IL May 2014 - Jul 2015

- Enabled an incremental \$80MM for the new Simply Done brand & redesigned Food Club brand by preparing business cases, validating brand strategy leading 15+ consumer research studies, writing RFP's, crafting concept statements for testing, designing surveys, leading focus groups, reporting research insights and managing a 4,000 SKU redesign.
- Renovated Topco's digital strategy by creating content for 9 new websites, updating 2 websites writing HTML & CSS, providing design guidance, writing copy, and analyzing brand websites using Google Analytics.

### BASES Market Research Analyst, The Nielsen Company | Chicago, IL Jul 2013 - Apr 2014

- Consulted CPG clients on new product innovation with 1-2 reports / mo. Defined research objectives, designed surveys, evaluated products for key factors for new product success, and identified areas for improvement to maximize revenue potential.
- Delivered analysis for over 30 new product concepts by pulling, cleaning, and analyzing data, modeling marketing plans using analytical software, forecasting Year 1 sales, and presenting insights using attractive visuals and story-telling.

### BASES Market Research Analyst Intern, The Nielsen Company | Cincinnati, OH Jun 2012 - Aug 2012

- Built a meta-analysis for a \$4.6B category using competitive insights and syndicated data to identify sales trends, shifts in market share, and new product launches – allowing the team to make more accurate forecasts in the category.
  - Led an intern team to complete an innovation concept study – including inventing a product, survey design, data analysis, developing a client-ready consulting report with meaningful business insights, and presenting to top leadership at Nielsen.
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## SKILLS

**Business Skills:** Brand Strategy & Positioning | Innovation / Stage Gates | Cross Functional Leadership | Data-Driven Story Telling | Project Management | Client & Agency Management | Market Research (Quant & Qual) | Category Analytics | Assortment Analytics | In-Store Retail Execution | Packaging Development | Budget Management & Resource Allocation  
**Tech Skills:** IRI & Nielsen Syndicated Data | Advanced Excel (VLOOKUP, INDEX MATCH, Advanced Conditionals, Pivot Tables, Macros) | SQL | Access | HTML | CSS | JavaScript (jQuery, Node.js, Angular.js, AJAX) | Git | Google Analytics

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## EDUCATION

### Miami University, Farmer School of Business | Oxford, OH

**Degree:** B.S. in Business Administration | 3.73 GPA (Top 7%)

**Honors:** Magna Cum Laude | University Honors with Distinction | Eagle Scout

**Concentration:** Supply Chain & Operations Management, Entrepreneurship, Chinese