

PAREEN V. SHAH

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SUMMARY

Business unit leader with a strong background in brand-building, product marketing, P&L management, strategic planning, and disruptive innovation, across multiple industries, functions, and levels, for a number of top brands.

KEY COMPETENCIES

- Developing & executing brand and product marketing strategy
- Developing & executing strategic growth plans
- Developing & executing forecasting and S&OP process
- Motivating and leading direct and cross-functional teams
- P&L ownership and general management
- Launching and managing disruptive innovation

PROFESSIONAL EXPERIENCE

Del Monte Foods, Inc. (San Francisco, CA)

2012-2015

Director, Marketing – Del Monte® Tomatoes, Contadina®, College Inn®, S&W®, Fruit Naturals® 2014-2015

Led team of up to 3 in owning brand-building and P&L for company's secondary business units.

- Owned P&L and business strategy for three business units accounting for 25% of total company sales and 30% of operating income. Led recovery of the key Del Monte® cut tomatoes segment in 2014 by growing nearly +1 pt in volume share and +29% in operating income while maintaining equity metrics, after 5 years of consecutive share declines. Grew College Inn® net sales +6% and held share flat in 2014, despite minimal marketing support, all while holding operating income flat.
- Developed 2015 plan for Del Monte® Tomatoes, College Inn®, and Fruit Naturals® that will grow operating income 15%+, including expanding distribution of College Inn® nationally at a major retailer.
- Led team in creation of NPV-based 10-year growth plans for Del Monte® Tomatoes, College Inn®, and Fruit Naturals®, identifying year-by-year investment requirements and resulting EBITDA and volume share outcomes.

Senior Brand Manager – Del Monte® Tomatoes, Contadina®, S&W®

2012-2014

Led team of 2 in owning P&L and business & creative strategy for the tomato business unit.

- Drove repositioning and relaunch plan for Contadina®, including successfully making the case to increase marketing budget 3x in 2013; managed creative agency in utilizing part of that funding to create the “Somewhat Famous” social media campaign, which achieved better than industry standard 80%+ completion rates and drove share stability for Contadina® brand.
- Led pilot and company-wide implementation of new cross-functional business planning, forecasting and management process; recognized by CEO and COO for leadership in the successful rollout.

Levi Strauss & Co. (San Francisco, CA)

2007-2012

Director, Strategy – Levi's® Americas Commercial Operations

2011-2012

Identified, developed and implemented key corporate and brand strategies for Levi's® in North & South America.

- Co-led creation of first-ever global account segmentation for Levi's® wholesale business (~80% of total company revenue), which became a cornerstone of the Levi's® global operating model.
- Co-led the annual financial plan process for the Americas wholesale businesses (~\$2 billion revenue).

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Senior Manager, Strategy – Levi's® Americas Commercial Operations 2009-2011

Developed and implemented key corporate and brand strategies for Levi's® in North and South America.

- Led first-ever project to transform consumers' shopping process in key wholesale accounts. Applied insights from consumer shop-alongs to create disruptive in-store innovation programs. Successfully led rapid prototyping of 2 innovation programs; one program delivered 60%+ sales lift.
- Created consumer-based growth and integration plan for the acquired Levi's® Footwear & Accessories business, based in Milan, Italy. Plan projected to double the business over the next five years. Managed external consulting firm relationship during project. Successfully presented plan to Levi's® President.

Manager, Strategy – Levi's® USA Wholesale Commercial Operations 2007-2009

Implemented key corporate and brand strategies for Levi's® business in the United States.

- Led strategic review of a major US retail account (~7% of US/Canada revenue) facing significant turmoil. Coordinated creation of NPV-based scenario planning approach to determine action plan.
- Led strategic review of Levi's® Brazil business, in partnership with Latin America Senior VP. Developed revised growth plan to deliver 15% more revenue at 10% pt. higher EBIT margin.

Orchard Supply Hardware (San Jose, CA) 2006-2007

Strategic Initiatives Project Manager

Identified, developed, and launched key initiatives to unleash growth for ~80 store home improvement retailer.

- Co-led pilot launch of new business venture, an installed services program with third-party vendor. Managed venture's P&L, developed branding and marketing program, led in-store launch, created accounting procedures, created and negotiated contract, managed communications with field operations, and triaged customer service issues. Generated ~\$3 million in sales in 8 months, in line with plan.

A.T. Kearney, Inc. (San Francisco, CA) Summer 2006

Summer Associate (MBA Internship), Healthcare Group

Advised major US healthcare provider on operational efficiency project.

Gap Inc. Direct (San Francisco, CA) 2003-2004

Associate Marketing Manager, CRM

Analyzed consumer behavior data, and developed and executed controlled tests, for BananaRepublic.com.

The Clorox Company (Oakland, CA) 1999-2001

Marketing Associate, Liquid-Plumr® and Tilex® brands

Owned overall business unit forecast, and managed consumer promotions development and execution.

EDUCATION

- **Univ. of California at Berkeley, Haas School of Business** – Master of Business Administration
- **London School of Economics and Political Science** – MSc Social Policy & Planning (with Merit)
- **Univ. of Michigan, Ross School of Business** – Bachelor of Business Administration (with Distinction)

ADDITIONAL

- Marketing and growth strategy advisor to several startups/small businesses, including Nourished Planet LLC, Cal Law Tutor, and Mathnasium of Berkeley
- US citizen who is a trained violinist, avid jogger, mediocre golfer, and intense Detroit Lions fan