

DAN HOELLER

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EXECUTIVE SUMMARY

P&L-accountable marketing executive with 15+ years driving growth, brand transformation, and go-to-market excellence for leading brands. Proven ability to build differentiated positioning, launch products that capture market share, and lead cross-functional teams spanning marketing, insights, innovation, and customer-facing functions. Track record of translating complex value propositions into compelling narratives, aligning stakeholders around strategic vision, and delivering measurable commercial results. Known for a data-informed approach to marketing investment and a player-coach leadership style that develops high-performing teams.

STRATEGIC COMPETENCIES

Marketing Strategy & GTM: Product Launches | Go-to-Market Execution | Messaging & Positioning | Competitive Intelligence

Commercial Leadership: P&L Management | Revenue Growth | Pricing Strategy | Margin Improvement

Brand & Content: Brand Transformation | Creative Development | Storytelling | Sales Enablement

Analytics & Team Development: Marketing Analytics | KPI Frameworks | Team Building | Change Management | Cross-functional Teamwork

PROFESSIONAL EXPERIENCE

Central Garden & Pet | Atlanta, GA | 2013 - 2024

\$3B+ manufacturer and distributor; member of Central Leadership Council. Led 25-person organization across Insights, Innovation, Digital, Creative, Customer Marketing, and Customer Care.

Senior Vice President of Marketing, 2019 - 2024 | Garden Segment

- Led comprehensive brand transformation for \$250MM Pennington brand, delivering 8.2% growth in 2024 (4x category rate) through repositioned messaging, refreshed visual identity, and integrated campaign strategy across digital and retail channels.
- Created award-winning #FlipTheTurf campaign generating 3.95 billion media impressions and winning two Clio Sports Awards. Developed campaign by leveraging consumer insights, leading inter-agency collaboration, and aligning internal stakeholders on unified creative direction.
- Built multi-year product innovation pipeline launching \$20MM+ annually in new solutions. Established innovation team to identify market gaps, lead cross-functional development, and create go-to-market strategies positioning products against unmet customer needs.
- Drove digital transformation initiatives earning retailer "Best in Class" recognition. Led cross-functional teams to optimize product content and visualization using Salsify and Vizit platforms, resulting in improved conversion rates.
- Partnered with Sales teams to develop customized presentations and business cases that secured expanded distribution, price increases, and new product placements with key retail accounts.

Vice President of Marketing, 2017 - 2019 | Garden Segment

- Secured \$7MM in incremental revenue through executive-level partnership negotiations with The Home Depot, integrating consumer insights with business case development to demonstrate clear value proposition.
- Defined KPI framework and built real-time marketing dashboards using Marketing Mix Modeling (MMM). Optimized media mix and campaign timing, delivering 25% improvement in marketing efficiency.
- Expanded strategic MLB partnership to 9 teams, driving retail traffic through activations that aligned brand positioning with target customer segments. Coordinated cross-functional execution across marketing, sales, and field teams.

Senior Director / Director of Marketing, 2013 - 2017 | Grass Seed Business Unit

- Delivered 98.8% EBIT growth (2016) plus 12% additional growth (2017) through margin-accretive product launches, optimized go-to-market execution, and strategic pricing.
- Launched upgraded category-leading product driving +36.7% sales at +840bp higher margins, followed by +16.2% growth in year two, commanding premium positioning in market.

- Relaunched brand website increasing sessions 295%; piloted DTC channel via Shopify. Created MLB partnerships (Yankees, Orioles) growing sales 46% across key markets.

Johnson & Johnson | Raritan, NJ / Skillman, NJ | 2006 - 2013

Consumer and Medical Device divisions. Managed P&Ls, brand strategy, product development, campaigns, and go-to-market execution.

Marketing Manager, 2012 - 2013 | Ortho Clinical Diagnostics (B2B Medical Devices)

- Transformed B2B marketing approach by centering strategies around customer outcomes, repositioning diagnostic devices to emphasize clinical impact for healthcare providers.
- Developed and launched custom iPad sales enablement application, deploying to 150+ field sales representatives. Presented program at national sales meeting, modernizing customer engagement capabilities and streamlining training delivery.
- Created integrated planning framework synchronizing cross-functional teams (Product, Sales, Marketing) around strategic growth initiatives and unified go-to-market execution.

Brand Manager, 2010 - 2012 | Consumer Healthcare Division

- Managed \$60MM P&L (Tucks, ept brands). Reversed multi-year decline, growing Tucks 26.8% through targeted marketing strategy, supply chain optimization, and P&L management.
- Evaluated brand portfolio viability, recommended strategic sale of ept brand, and managed transition to acquirer, demonstrating analytical rigor in portfolio management decisions.
- Developed 5-year innovation strategy for K-Y brand; launched first Tucks product innovation in several years, bringing new form factor to category and expanding addressable market.

Brand Manager / Assistant Product Director, 2006 - 2010 | Baby Care Division

- Owned ~\$80MM portfolio P&L including \$40MM Baby Shampoo business. Grew Baby Oil 9.8% and Baby Powder 5.2% through strategic marketing initiatives overcoming heavy private label competition and driving market share gains.
- Led "Thanks, Mom" campaign generating 290MM impressions and winning J&J's Global Burke Award. Launched 6 new Bath and Lotion products with integrated marketing campaigns strengthening brand positioning.
- Built foundational marketing capabilities in consumer insights, new product development, promotional strategy, forecasting, budget management, and competitive share reporting.

Manhattan Associates | Atlanta, GA | 1999 - 2004

\$215MM enterprise software provider. Led design, implementation, and client management for warehouse management solutions.

Manager / Senior Consultant, 1999 - 2004 | Professional Services

- Managed enterprise software implementations for major clients including Michelin and Bic, overseeing design, testing, and deployment of complex warehouse management solutions.
- Led international client engagement with The Diamond Trading Company (DeBeers) in London, UK, designing specialized modules for unique operational requirements.
- Developed and deployed \$1MM tracking system at Michelin, reducing operational risk and improving product quality through systematic design approach and cross-functional stakeholder collaboration.
- Partnered with sales teams during client handoffs, translating technical capabilities into business value and ensuring smooth transitions from sales to implementation.

EDUCATION

Master of Business Administration (MBA) | University of Virginia Darden School of Business

Bachelor of Science, Management | Clemson University

Co-captain and four-year letterman, varsity swim team; earned scholarship as walk-on athlete

AWARDS & ACTIVITIES

Awards: Two Clio Sports Awards (#FlipTheTurf campaign) | J&J Global Burke Award ("Thanks, Mom" campaign)

Memberships: CMO Collaborative | Southern Off-Road Bicycle Association (SORBA)

Athletics: Ironman triathlete and finisher | Avid road and mountain cyclist

Interests: DIY enthusiast | Experimenting with AI tools for app development