

# Dan Hoeller

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## EXECUTIVE SUMMARY

P&L-focused marketing executive with 15+ years of experience driving growth, brand transformation, and digital innovation for top brands in the CPG and Lawn & Garden industries. Strong track record in creating award-winning campaigns that leverage data-driven insights and creative storytelling to deliver sales growth. Strengths include setting strategic vision, bringing a holistic business perspective to decision-making, championing the consumer, and building and leading successful teams with a player-coach management style.

## CORE COMPETENCIES

- **Strategic Perspective:** Strategic Planning | Marketing Strategy | GTM (B2B2C, Omnichannel, DTC) | Innovation
- **Financial Management & Performance:** P&L Management | Revenue & Margin Growth | Pricing | Scenario Planning
- **Brand & Marketing Execution:** Brand Architecture & Visual Identity | Performance Marketing | Marketing Insights | Creative Development | Digital Transformation | MarTech Stack | Agency Selection & Management
- **Leadership & Team Development:** Cross-functional Leadership | Change Management | Servant Leadership

## PROFESSIONAL EXPERIENCE

### Central Garden & Pet – Atlanta, GA

**2013–2024**

*\$3B+ manufacturer + distributor of lawn, garden, and pet supplies; Member of Central Leadership Council and managed 25 people across Insights, Innovation, Digital, Creative, Customer Marketing, and Customer Care.*

#### **Senior Vice President of Marketing:** Garden Segment, Nov 2019 – Oct 2024

- **Brand Transformation:** Grew the \$250MM Pennington lawn and garden brand 8.2% in 2024, 4x the category growth rate, by leading comprehensive brand transformation initiatives, including improved positioning, visual identity, and product development. With internal and external agency support, integrated digital and retail campaigns across channels.
- **Award-Winning Creative:** Created and led the #FlipTheTurf campaign that generated 3.95 billion media impressions, won two Clio Sports Awards, and helped boost brand awareness by 10 points. Achieved breakthrough by leveraging key consumer insights, leading an Inter-Agency Team, and aligning internal stakeholders on campaign assets.
- **New Product Launches:** Developed a multi-year innovation pipeline that consistently launched \$20MM+ in sustainable, category-leading solutions annually. Built an innovation team to ID strategic market gaps, leverage cross-functional teams, and create GTM strategies that positioned new products as solutions to unmet consumer needs.
- **Digital Transformation:** Led cross-functional teams to build top-tier Product Detail Pages using Salsify and Vizio, earning retailer "Best in Class" recognition and driving higher conversion rates. Continuous optimization and performance monitoring led to enhanced product visualization and content management capabilities.

#### **Vice President of Marketing:** Garden Segment, Nov 2017 – Nov 2019

- **Revenue Growth:** Secured \$7MM in incremental revenue with The Home Depot through executive-level partnership negotiations that integrated consumer insights with creative strategy and robust business case development to demonstrate a clear value proposition.
- **Marketing Effectiveness:** Guided teams across the Garden segment, using Marketing Mix Modeling (MMM) and real-time KPI dashboards to track and optimize marketing spend. Resulted in shifting campaign timing earlier in the year, optimizing the media mix to drive incremental growth, and delivering a 25% increase in efficiency.
- **Partnership Expansion:** Expanded MLB partnership to 9 teams, driving in-store traffic and amplifying promotional impact through strategic partnerships that aligned brand values with baseball audiences and retail activations.

#### **Senior Director of Marketing, Director of Marketing:** Grass Seed Business Unit, Apr 2013 – Nov 2017

- **Financial Performance:** Delivered 98.8% EBIT growth in 2016 and an additional 12% in 2017 through margin-accretive new product launches, optimized go-to-market strategies, and strategic price optimization.
- **Product Innovation:** Upgraded and launched best-in-category grass repair product, driving sales +36.7% at +840bp higher margins in 2016, followed by additional +16.2% growth in 2017, which commanded premium pricing.

- Digital Transformation & Strategic Partnerships: Relaunched the Pennington brand website, which increased sessions by 295% and tested DTC with Shopify. Created MLB partnerships with the Yankees and Orioles that grew sales 46% across key markets.

## **Johnson & Johnson – Raritan, NJ / Skillman, NJ**

**2006–2013**

*Consumer and Medical Device divisions of Johnson & Johnson; managed P&Ls, brand strategy, new product development, marketing campaigns, promotions, forecasting, and reporting.*

### **Marketing Manager:** Ortho Clinical Diagnostics, May 2012 – Mar 2013

- Strategic Marketing: Transformed traditional clinical lab marketing approach by centering strategies around patient outcomes and healthcare provider needs, repositioning blood testing devices to emphasize clinical impact and care.
- Digital Transformation & Sales Enablement: Developed custom iPad applications and deployed to 150+ field sales reps, streamlining sales enablement processes and training delivery. Modernized customer engagement capabilities.
- Strategic Planning: Created an integrated planning framework that synchronized cross-functional teams and supported the company's strategic growth initiatives.

### **Brand Manager:** Consumer Healthcare Division, Jul 2010 – May 2012

- P&L Management and Turnaround Success: Managed the \$60MM Tucks and ept P&Ls. Reversed a multi-year decline for Tucks, growing the brand 26.8% via targeted marketing to new moms, supply chain optimization, and P&L management.
- Portfolio Management: Evaluated the ept brand's viability, recommended its strategic sale, and managed the transition process to the acquirer.
- Category Innovation: Developed a 5-year innovation strategy for K-Y and launched the first Tucks brand innovation in several years that brought a new spray form factor to the category.

### **Brand Manager, Assistant Product Director:** Baby Care Division, Jul 2006 – Jul 2010

- P&L Management: Owned the P&L across an ~\$80MM portfolio, including the \$40MM Baby Shampoo business, while growing Baby Oil by 9.8% and Baby Powder by 5.2% through strategic marketing initiatives that overcame heavy private label competition and drove market share gains.
- Award-Winning Marketing and Product Innovation: Led the "Thanks, Mom" campaign that generated 290MM impressions and won J&J's Global Burke Award, while launching 6 new Bath and Lotion products supported by integrated marketing campaigns that strengthened brand positioning.
- Marketing Fundamentals Development: Established a marketing foundation in consumer insights, new product development, promotional strategy, forecasting, budget management, and share reporting.

## **Manhattan Associates – Atlanta, GA**

**1999–2004**

*\$215MM provider of supply chain software solutions; led design, testing, implementation, and support projects.*

### **Manager, Senior Consultant, Consultant, Support Consultant:** Professional Services, Mar 1999 – Jun 2004

- Software Implementation and International Experience: Managed warehouse management software projects for major clients, including Michelin and Bic, while gaining international experience leading design work on specialized modules with The Diamond Trading Company (DeBeers) in London, UK.
- System Design: Developed and deployed a \$1MM tracking system at Michelin that reduced operational risk and improved product quality through a systematic design approach and stakeholder collaboration.

## **EDUCATION**

**University of Virginia Darden School of Business** – Master of Business Administration (MBA)

**Clemson University** – Bachelor of Science, Management

- Co-captain and four-year Letterman on the varsity swim team; earned a scholarship as a walk-on athlete

## **OTHER ACTIVITIES**

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

**Athletics and Interests:** Triathlete and Ironman finisher. Avid road and MTB cyclist. DIY enthusiast. Experimenting with using AI for "vibe coding" of an app for triathletes for race preparation.