

# David Vroom

## Specialties

- Actionable strategies that uncover growth in current and adjacent categories
- Developing strong execution plans that deliver immediate growth via marketing and sales
- Profit optimization, margin enhancement, pricing maximization
- Best practices developing B2B and B2C strategic planning and business plans
- Positioning, branding, competitive point of difference development, and best practices marketing and sales for B2B and B2C customers
- Acquisition strategy, due diligence, company valuation and integration
- Plant capacity utilization via growth development strategies and action plans

## Where Dave Can Help Your Company

- Work with senior management to identify growth opportunities in current, adjacent and new markets
- Establish best practices in strategy, strategic planning, business development, branding and marketing, to improve performance
- Help your team analyze the market and competition to understand differentiation, then put together winning marketing and business plans
- Analyze and develop profit optimization plans and assist in execution, including different go to market approaches, relevant product improvements, adding services and pricing
- Help determine organizational effectiveness and assist in restructuring
- Establish your company as the thought leader in your industry

## Success Stories

- Led strategy, marketing and P&L responsibility for \$800 million dollar division, increased sales over 200%, profit over 300% in a five year period
- Built new division from scratch to utilize plant capacity (new product, target etc), generated record sales growth, profitable year two with +8 point margin improvement versus previous plant business
- Developed leadership strategy, positioning, branding and marketing plans for B2B and B2C customers that drove division sales +\$100 million
- Developed and launched over 20 major new products, generating over \$500 million in sales, three times awarded the American Marketing Association best new product of the year award
- Led acquisition strategy, evaluation and execution for 3 successful acquisitions in three different industries



### Executive Marketing Positions

Senior VP and GM, Sargento Foods Inc

VP Business Development, Pactiv/Reynolds Group Holdings Ltd.

VP Marketing and Business Development, Brunswick Corporation

VP Global Marketing, Kellogg's Company

VP Convenience Foods and New Products, Kellogg's Company

Brand Management, Procter & Gamble Company

### Contact Information

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# Biography

David Vroom is a senior marketing executive and innovator with proven talent to drive growth and improve profit. He brings an exceptional record of growing stagnant business segments and creating new ones. He combines savvy strategic business sense, creative business insights and sound successful plans. Dave has guided numerous successful marketing programs including: positioning, branding, promotion, segmentation, new product development and lead generation. Vroom can help you generate growth with your existing team and help work with your team to establish your company as the thought leader in your industry. He has applied his skills in executive positions with Kellogg's, Brunswick, Procter & Gamble, Sargento Foods and Pactiv/Reynolds.



**Chief Outsiders**