



Beth Somplatsky-Martori

Executive Marketing Positions

Founder/Pres. SocialBiz Maven

VP of Marketing (CMO), Niagara Conservation Corporation

VP of Marketing, Overhead Door Corporation

VP of Retail Channel, Jacuzzi Whirlpool Bath

VP of Strategic Marketing, Compass Home

Sr. Dir. of Strategic Marketing, Philips Lighting Company

Education

BS Industrial Engineering, and
BS Degree in Mineral Economics, The
Pennsylvania State University

MBA, The Wharton School

Contact Information

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Specialties

- Packaged, durable, and electronic consumer and industrial goods in startups, mid sized and Fortune 100 companies
- Market and business strategies for growth and profit enhancement
- Competitive analysis, market and customer segmentation, and financial analysis
- Brand positioning and repositioning, product and price positioning, and category management
- New product development and launch, roadmaps, and product life cycle management
- Digital marketing strategies and implementation (content marketing, Web, SMM, SEO, and SEM).
- Organizational linkages and buy-in for new initiatives across marketing, sales, engineering, operations, IT, and finance

Where Beth Can Help Your Business

- Helping you find and implement growth opportunities through new product development, line extensions, and an introduction of current products into new channels and/or customer segments
- Analyzing the competitive landscape to develop and implement profit enhancement opportunities through product rationalization, product differentiation, optimized pricing, category management, and improved packaging and merchandising
- Creating and executing integrated inbound and outbound marketing plans to maximize the ROI on your marketing spend
- Differentiating brands, products, and pricing within the same category across multiple and complex distribution networks

Success Stories

- Designed and executed customer segmentation to meaningfully differentiate and rationalize the Overhead Door Corporation product portfolio after the acquisition of a major competitor, Wayne Dalton
- Launched a garage door opener product line under the Genie and Overhead Door brands that added \$60 M in incremental revenue and improved profitability by \$15 M
- Executed a turnaround strategy that increased sales by 21% while more than doubling the Jacuzzi Whirlpool Bath retail channel profitability in less than 12 months
- Gained brand exclusivity for the \$300 M light bulb category at The Home Depot for Philips Lighting
- Won a Silver Effie for "Getting Better". The ad's ASI scores ranked in the top 1% of all ASI commercials tested
- Helped propel the Philips brand from 65th to 42nd place on the Interbrand list of the world's most valuable brands in less than 4 years

Biography

Marketing and product management executive, Beth Somplatsky-Martori, comes to Chief Outsiders with the ability to help brands in the packaged, durable and electronic consumer and industrial goods space deliver profitable growth. During Somplatsky-Martori's more than 25 year career, she has gained broad cross-functional experience and has specialized in differentiating brands, products, and pricing within the same category across multiple and complex distribution networks and has guided numerous successful marketing programs.

Prior to joining Chief Outsiders, Beth was the founder and president of SocialBiz Maven, a strategic business and marketing consulting firm focused on developing, integrating, and executing social business strategies to help small to medium sized businesses integrate new media and content marketing with traditional marketing strategies to build customer engagement and significantly increase the ROI on the marketing spend.

During her tenure as VP of Marketing at the Overhead Door Corporation, the leading manufacturer of garage doors and openers for residential and commercial applications, Somplatsky-Martori helped sales more than double while significantly increasing profitability and cash flow. A key part of this turnaround effort included introducing new products, the successful acquisition and integration of a key competitor, and convincing a reluctant distribution base to adopt digital marketing. As the VP of Marketing, she led the efforts to transition Overhead Door to a market-oriented company that was able to manage a portfolio of brands, Overhead Door, Genie and Wayne Dalton, competing in the same product categories while limiting channel conflict. This was accomplished by introducing fact-based marketing into the Company through the use of market research, syndicated data, and category management to develop a unique brand positioning and a rationalized, differentiated product portfolio.

Somplatsky-Martori has also held positions such as VP of the Retail Channel for Jacuzzi Whirlpool Bath, VP and CMO at Niagara Conservation Corporation, a privately-held, \$125 M leading manufacturer of water and energy-conservation products and services; and VP of Strategic Marketing at Compass Home, a start-up candle and home accessories manufacturer. While at Jacuzzi, she executed a turnaround strategy that increased

sales by 21% while doubling the channel's profitability in less than 12 months. She led the creation and rollout of new products, introduced new merchandising at Lowe's and Menards, and successfully piloted one of the first Lowe's direct import programs with a manufacturer.

Throughout her career, Somplatsky-Martori has increased share and profitability by positioning and building brands, developing and launching new products and programs and rationalizing the product portfolio. At Philips Lighting, she was responsible for defining distinctive brand positioning to develop a new, rationalized, consumer product portfolio. As a result, Philips Lighting won the biggest deal in its 100 plus-year history by gaining brand exclusivity for The Home Depot's \$300 M light bulb category. This deal increased the Philips dollar-share by 5.3 points and improved profit margins by 37 percent. She also led the largest promotion in The Home Depot's history resulting in comparable store growth of 20 percent for the entire quarter and, as a result, Philips Lighting received The Home Depot Supplier of the Year Award. Also during her tenure at Philips, she won a Silver Effie for "Getting Better". This ad's ASI scores ranked in the top 1% of all ASI commercials tested, and the campaign increased Philips Lighting dollar share by 1.7 points.

Somplatsky-Martori's early career experience of advancing through a series of increasingly responsible rotations in engineering, finance, operations,, and supply chain management at Philips Lighting provides her a holistic cross-functional perspective unique to many marketing executives. Her major accomplishments during this time include reducing the number of North American manufacturing plants from 15 to 10, saving \$25 M annually; decreasing the number of warehouses from 30 to 6, saving \$23 M of order handling costs annually and lowering inventory by \$30 M while maintaining service levels.



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Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.