



Brian Ricci

Executive Marketing Positions

Vice President of Marketing, Watkins Wellness (a Masco company)

CMO and Senior Vice President of Marketing and R&D, G.L. Mezzetta Foods

Vice President of Marketing and Business Transformation, Del Monte Foods

Vice President of Marketing and General Manager, Del Monte Foods

Education

University of California, Los Angeles, Anderson School of Management, Master of Business Administration in Marketing and Strategy

University of California, Los Angeles, Bachelor of Arts, Economics

Contact Information

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Specialties

- Growth strategy and planning
- Demand/lead generation, lead nurturing and sales conversions
- Product management and new product development
- Product launches/go-to-market plans
- Brand and product positioning
- Digital marketing, content development and in-bound marketing
- Sales channel development
- Marketing dashboards, KPIs and ROI tracking
- Sales, marketing and customer service team alignment
- Customer and competitor insights
- CRM and marketing automation
- Process improvement
- Marketing organizational strategy and team development

Where Brian Can Help Your Business

- Developing market-focused, growth driving strategies, plans and execution tools
- Optimizing brand and product positioning and messaging strategy to improve market share and drive growth
- Driving lead/demand generation and accelerating the customer path to purchase through effective lead nurturing and improved sales conversions
- Developing new product/new channel go-to-market plans to maximize profitable sales growth
- Finding new and improving existing distribution channels to expand customer reach and increase demand
- Optimizing digital marketing and in-bound marketing strategies, plans and program implementation
- Enhancing use of market insights and data to identify growth opportunities, improve execution, increase ROI and drive internal accountability
- Maximizing marketing team productivity by optimizing organizational structure and work processes, and implementing functional best practices

Success Stories

- **Del Monte Foods** – Leading producer of canned fruit, vegetable and tomato products
 - Oversaw the creation of a new brand positioning, creative strategy and national advertising campaign which culminated in \$25 million in net sales growth
 - Developed and launched more than 30 new products that contributed over \$150 million in incremental annual net sales
- **Watkins Wellness** – Global leader in hot tubs and swim spas
 - Led product management team that successfully launched a record number of new products (average of over 25 new products per year)
 - Delivered nearly 20% growth in hot tub sales leads in less than two years by optimizing content marketing, digital media investments and lead form conversion rates
- **G.L. Mezzetta Foods** – Leading producer of jarred olive, pepper and tomato products
 - Led the development of a new pricing and trade promotion strategy and plan leading to 20% improvement in profit margins while simultaneously growing net sales
 - Spearheaded a cross-functional effort to optimize or eliminate underperforming products resulting in 15 days of incremental production capacity and improved net sales and profit margins

Biography

Brian Ricci is a strategic marketing executive and general manager with over 20 years of success in the consumer goods, packaged goods and retail industries.

He has a proven record of converting customer insights into brand building strategies and plans that drive revenue and profit growth.

Brian's extensive experience includes developing and launching innovative new products that deliver against unmet customer needs. He has strong digital marketing, CRM and lead management experience. Brian is uniquely skilled at managing down costs and optimizing internal operations to maximize business performance and profitability. He has leveraged his marketing and general management skill set to turn around numerous underperforming businesses. Of all his accomplishments, Brian is most proud of being consistently recognized for leadership, team building, and an ability to motivate employees to achieve superior results.

Prior to joining Chief Outsiders, Brian was the Vice President of Marketing for Watkins Wellness, a Masco company. In this role, he oversaw all North American marketing, product management and new product development efforts for the global leader in hot tubs and the fastest growing business unit within a Fortune 400 home improvement company. His marketing team was also responsible for providing business consulting and marketing support to over 600 independent dealers.

Before Brian embarked on his successful career in the hot tub industry, he worked in the consumer packaged goods/food and beverage industry for over

13 years. He served as CMO and Senior Vice President of Marketing and R&D for G.L. Mezzetta, a leading producer of specialty olives, peppers and pasta sauce. Brian also held several VP of Marketing positions at Del Monte Foods where he was responsible for the P&L and all strategic business and marketing initiatives for Del Monte's shelf-stable food products, a \$1.5 billion business unit.

Brian began his marketing career at The Walt Disney Company in their Consumer Products Division. Before moving into marketing at Disney, Brian worked in finance and operations which helped him develop a strong analytical skill set and an execution focused work ethic.

Brian has a master's degree in marketing and strategy and a bachelor's degree in economics, both from UCLA. He is originally from the San Francisco Bay Area and currently resides in San Diego, CA with his wife and three children. Brian is a sports and outdoor enthusiast and loves coaching his son's baseball team, camping with friends and family and losing lots of balls on the golf course. He and his family like to give back to their community and are active supporters of St. Jude Children's Research Hospital and the American Cancer Society.



Chief Outsiders
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.