



Dany Sfeir

CMO

About Dany

An intuitive and passionate global leader with a 25-year proven record, Dany catapults brands to exceed business objectives while driving multimillion-dollar revenues. With an ability to enhance product positioning, he identifies and exploits global opportunities for growth. Applying multicultural expertise, Dany elevates brand and company market positions by unifying operations, digital strategies, marketing, ecommerce, business development, and DTC efforts. With a natural affinity for interpersonal communication, he builds professional relationships and teams that unify stakeholders in support of organizational objectives.

How Dany has Helped Businesses Grow

- Drove sales from \$30 million to more than \$1.2 billion within five years at Tempur-Pedic, leveraging the direct response strategies and model.
- Drove 21% improvement in market share through strategic brand positioning initiatives. Increased sales 28% instituting a new packaging strategy.
- Created and marketed an entire line of DNA-driven crèmes, lotions, and supplements, creating a fully operational, virtual company within nine months.
- Increased brand awareness from 0% to 15% of a mid-size bedding company while reversing a negative EBITA trend to breakeven in 14 months. Renegotiated all agency agreements, reducing costs 50%.
- Grew sales 37% in Canada and 11% in Latin America, Asia, and Europe within two years while decreasing overall cost 40% per order for NordicTrack Inc.
- Increased sales 31% with 21% net EBITA contribution restructuring and re-positioning Jostens Direct.

Executive Marketing Experience

- DS&A Consulting, Founder & CMO
- Chief Marketing Officer, Dormeo North America Inc.
- Senior Vice President of Marketing, Tempur Sealy/Tempur-Pedic International Inc.
- President, Tempur-Pedic Direct Response Inc.
- Director of Direct Marketing/General Manager of Jostens Direct Inc., Jostens Inc.

Expertise

Industry Experience

- Consumer
- Health and Wellness
- Food & Beverage
- Consumer Goods
- Hospitality/Travel/Entertainment

Specialties

- Digital Marketing
- Omni-Channel Marketing
- Direct Marketing
- International Expansion
- Growth Strategy
- Market Penetration & Growth

Education

- Bachelor of Science, Business Administration, Marketing and Management, Manhattan College

Contact Information

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