



# Jaci Volles

CMO

## About Jaci

A high-achieving commercial/manufacturing executive, Jaci evaluates current business conditions and devises end-user, forward-thinking plans to keep companies agile in changing environments and marketplaces. With strong market-facing vision, she crafts brand, niche, category, channel, and digital strategies aligned with business development objectives to enhance positioning, generate amplified market presence, and drive growth. A natural leader successful at strategically motivating high-performance global teams, she drives engagement and operational improvements through well-coordinated tactical plans and relationship building.

## How Jaci has Helped Businesses Grow

- Drove consistent double-digit sales growth through intentional strategic customer and product mix marketing at Libbey.
- Achieved 8.4% sales contribution versus 7.2% target launching an extensive and innovative product assortment, securing category leadership across trade channels.
- Propelled 35% sales growth developing and launching an aggressive channel and category strategy at The Oneida Group. Achieved 30% sales increase and improved margin consistently over three years leading sales and channel strategies for Walmart.
- Drove an average 5% annual sales increase while improving margin in a stagnant and volatile commodity market, through new customer and category development at Home Products International.
- Increased market share and maintained sales in a declining market designing dinnerware brand and product pattern strategies at Lifetime Brands.
- Improved speed to market by 30% creating and directing the programming and architecture of a custom project management platform at Libbey.
- Increased category channel representation from 10% to 25% in four years identifying special channel potential and developing relevant products at Newell Brands. Grew sales 7% with increased traffic and conversion, redesigning digital user experience.

## Executive Marketing Experience

- VP Marketing & Sales, Libbey Inc.
- Founder, Tuttle View LLC
- CMO, The Oneida Group
- EVP Sales & Marketing, Home Products International
- CMO, Lifetime Brands
- VP, Consumer Marketing and NPD, Libbey Inc.
- VP, Marketing, Newell Brands

## Expertise

### Industry Experience

- Retail
- Wholesale
- Consumer
- Consumer Services
- Consumer Goods

### Specialties

- Omni-Channel Marketing
- Go-to-Market Strategy
- Market & Consumer Segmentation

## Education

- BS, Marketing, Franklin University

## Contact Information

Jaci Volles  
Phone: 717.517.4067  
jvolles@chiefoutsiders.com  
www.chiefoutsiders.com