



Jon Hall

CMO

About Jon

A senior P&L oriented marketing executive, passionate servant leader, and MBA marketing professor, Jon raises the standards of excellence, while capturing the hearts of many and inspires teams to achieve the impossible. A values-led marketing visionary with strategic full-funnel modern marketing stack CMO skills, he consistently exceeds financial growth objectives through hyper targeted marketing plans, developing industry leading positioning platforms, and omni-channel activations threading all core elements of integrated marketing. A passionate transformational change agent with 20+ years of proven leadership experience building unstoppable business teams, Jon transforms marketing organizations at an accelerated pace positively impacting business results while significantly improving messaging and core product offerings investments.

How Jon has Helped Businesses Grow

- Delivered 13% YoY sales growth at SharkNinja with P&L responsibility for \$2.5 billion in sales across 13 sub-categories, including home, beauty, and outdoor. Drove \$116 million in incremental sales developing positioning and demand generation for 9 NPDs.
- Generated Whirlpool Corp \$40 million insourcing external agency fees while elevating full-funnel home appliance shopping content excellence, while leading design and build of new organizational capability.
- Delivered record revenue and profit with 26% growth over 2 years, increasing profit by \$100 per sku, repositioning JennAir Luxury Business Unit from low end to high end luxury through E2E consumer driven marketing executing including new Products, Services, Website, Performance, Showrooms, Events, Advertising, Call Center & more.
- Achieved 3pts brand preference, 3pts purchase intent, and 1pt POS market share gains driving the most successful Integrated Marketing Communication campaign in company history for the 100-year-old Whirlpool Brand.
- Secured \$125 million in incremental sales growing and extending the \$290 million Velveeta Dinners franchise by expanding consumer usage occasions.
- Grew business 130% managing P&L for Kraft Homestyle & Deluxe Mac & Cheese through innovation management and marketing communications.
- Increased distribution and sales 17% YoY leading turnaround of Kraft and Bull's-Eye Barbecue Sauce Businesses through brand repositioning, enhanced product formulas, authentic new products and breakthrough creative communications.

Executive Experience

- Global Chief Marketing Officer Shark Brand, SVP of Marketing, SharkNinja, LLC
- Chief Strategy Officer, WoW Studios, Whirlpool Corp
- Chief Marketing Officer JennAir Brand, Whirlpool Corp's Super Premium Kitchen BU
- Head of Marketing Whirlpool & Amana Brands, Whirlpool Corp
- Food & Beverage Brand Manager, Velveeta Shells & Cheese, Kraft Mac & Cheese, Bulls-Eye BBQ Sauce & Planters, Kraft Foods
- Marketing Leader in Combat Operations as US Army Field Artillery Officer

Expertise

Industry Experience

- Consumer
- Consumer Goods
- Industrials
- Food & Beverage
- Professional Services
- Education
- Agency In-Housing
- Sports Marketing

Specialties

- Demand Generation
- Brand Strategy/Refresh
- Positioning & Messaging
- Agency Reviews & In-Housing
- New Product Development
- Measurement

Education

- MBA, University of Chicago Booth School of Business
- Master of Sports Administration, Northwestern University
- BS, United States Military Academy, West Point

Contact Information

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