



Karlin Linhardt

CMO

About Karlin

Karlin's leadership has delivered turnaround, innovation, and growth for top brands in the QSR/fast casual and CPG/alcohol spaces. His experience with multi-unit retail brands in different categories has led to a simple truth: all retail is local. Each location faces a unique combination of marketplace factors that must be understood to effectively execute against company strategies and drive performance. Karlin delivers effective brand/product positioning and high-impact action plans with a sense of urgency. He de-mystifies digital for effective integration and measurable results. Karlin leads teams that help business owners with research, analytics, and budget/risk management for seamless execution.

How Karlin has Helped Businesses Grow

- Successfully delivered 1st positive sales comp in 2½ years strategically directing a performance turnaround for Papa John's. Conducted brand repositioning campaign, realigned media strategy, and structured new retail campaign.
- Successfully repaired Subway's damaged family image after scandal of long-time spokesman. Met or exceeded all major consumer metrics launching brand campaign featuring dynamic imagery and music rooted in universal brand truth.
- Led a comprehensive QSR/company review for Subway at Accenture, leading to a Global Brand Transformation Plan recommendation to reinvigorate 50-year-old brand.
- Delivered 10% lift in sales comps and 15% lift in holiday peak season at Lifetouch by redefining brand position based on analysis of category trends, consumer segmentation, and transactional data.
- Increased comp sales 6% by defining growth plan with revised positioning and pricing; revamped marketing; and new approach to increase penetration at Ovation Brands.
- Drove two years of double-digit sales increases reversing negative performance of the family/Happy Meal segment (23% of annual domestic top line revenue of \$5 billion) at McDonald's.

Executive Marketing Experience

- Managing Partner, Vade Mecum Advisors
- Global CMO, Papa John's International
- SVP Marketing North America, Subway
- Senior Client Partner, Accenture
- SVP Marketing, Lifetouch
- CMO/EVP Marketing, Ovation Brands
- Senior Marketing Director, McDonald's

Expertise

Industry Experience

- Retail
- Consumer
- Food & Beverage
- Consumer Goods
- Hospitality/Travel/Entertainment

Specialties

- Omni-Channel Marketing
- Market Penetration & Growth
- Positioning & Messaging

Education

- Bachelor of Journalism, University of Missouri-Columbia

Contact Information

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