



Kevin Wynne

CMO

About Kevin

An accomplished marketing executive, Kevin drives exceptional growth through expertise in consumer marketing strategy, planning and execution. Highly experienced in developing consumer insight driven marketing solutions for new and established brands, he solves problems and gets business leaders focused on strategies that drive results. Experienced across a wide range of product categories with global brands such as The Walt Disney Company, Nestle, Knott's Berry Farm and Activision, Kevin effectively utilizes data to uncover business opportunities and develop marketing solutions.

How Kevin has Helped Businesses Grow

- Drove 60% attendance and 90% revenue growth at Knott's Berry Farm implementing multi-year brand revitalization plan.
- Developed Knott's seasonal events strategy to expand target market and bring revitalized brand proposition to life leading to 40% growth in spring break travel period.
- Grew season pass (membership) base by 120% through development of focused value proposition targeting highly defined audience with acquisition and retention strategies.
- Achieved record breaking visitation and revenue through the successful launch of Disneyland's 50th Anniversary celebration.
- Successfully launched the best-selling movie-based game of the year, Toy Story 3 the Video Game, and four other multi-platform entertainment products at Disney Interactive.
- Spearheaded strategic and tactical marketing management for Nestle USA's largest brand (\$500M), Friskies Cat Food. Contributed over \$15M in revenue growth with the introduction of several product line extensions.

Executive Marketing Experience

- VP of Marketing and Sales, Knott's Berry Farm
- Director of Marketing, Konami
- Director of Global Brand Management, The Walt Disney Company
- Director of Marketing, T-Mobile
- Director of Marketing, The Walt Disney Company
- Global Brand Manager, Activision
- Marketing Manager, Nestle

Expertise

Industry Experience

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

Specialties

- Growth Strategy
- Brand Strategy/Refresh
- Go-to-Market Strategy

Education

- MBA, Case Western Reserve University
- BS, Business Admin, Dayton University

Contact Information

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