



Mark Shuster

Executive Marketing Positions

VP Marketing, WellPet Natural Pet food and Treats

SVP Marketing, Timex - Watches

Chief Marketing Officer, Biotech Corp - Vitamin Supplements

General Manager of Global Licensing/General Manager Americas, Converse - Footwear and Apparel

VP International Marketing, Converse

Brand Management, Strategic Planning and Business Development, Reebok - Footwear, Apparel and Accessories

Brand Management, Clairol and Faberge - Hair care, Hair coloring and Skin care

Education

Bachelor of Arts, Economics and Government, Connecticut College (New London, CT)

MBA, New York University Stern School of Business (New York, NY)

Contact Information

Mark Shuster
Phone: 978.804.8298
mshuster@chiefoutsiders.com
www.chiefoutsiders.com

Specialties

- Natural and organic consumer products
- New product innovation
- Channel expansion and development
- Licensing-both inbound and outbound
- Acquisition due diligence and integration
- Pricing and sku rationalization
- Canada go to market plan
- International marketing and general management
- Consumer products
- Premium, lifestyle brands

Where Mark Can Help Your Business

- Aligning sales and marketing to improve results
- Developing and implementing an integrated marketing plan that drives growth
- Effectively leveraging small market budgets for oversized returns
- Leveraging consumer insights to drive demand and retail sell-through
- Improving communication and consensus-building throughout the organization
- Revitalizing established, stagnant or declining brands
- Developing a consumer-focused new product development process to guide innovation
- Identifying compelling brand strengths and applying across various new products and marketing programs to drive growth
- Creating consumer-focused pricing approach to optimize margins
- Developing channel analysis to identify expansion opportunities
- Establishing a comprehensive approach to identifying, validating and launching new products

Success Stories

- Launched over 300 products generating over \$100MM in sales at Timex. Individual product launches drove \$200M-\$5MM in sales
- Won a Gold Effie at Converse for most effective marketing communication initiative, from industry association. This was the catalyst in building the largest selling new product introduction in the company's history, generating over \$50MM in sales in the first year
- Created Converse's first global marketing campaign that was customized to align with local preferences. This generated a large increase in brand awareness and product sell-through globally
- Developed comprehensive portfolio approach for Reebok to manage the company's assortment of casual footwear brands. This created unique roles for each brand helping to build incremental sales
- Tripled WellPet revenues through new product launches, channel expansion and implementation of integrated marketing plan focused on driving consumer demand. These initiatives resulted in 10x return for investors with company sale

Biography

Mark is a consumer marketing expert with over 30 years building natural/organics, premium lifestyle and wellness brands.

Throughout his career he's brought growth, to new and existing brands, though leveraging his diverse skills in brand management, product marketing, strategic planning, new product development, licensing and International. He has held senior marketing positions across a wide range of industries including hair care, footwear, apparel, accessories, vitamin supplements and pet food.

Mark is also an entrepreneur, starting his own consulting business, and working as a fractional Chief Marketing Officer with the CEO's of mid-sized companies, and their management teams, to help implement their vision and growth strategies. He has worked with private companies in various industries such as housewares, wellness, food and pet. His consulting engagements have ranged from the development of a new product development process for a \$50MM company, due diligence on a new company acquisition for a mid-market PE firm, creation of a plan to launch a new product line in Australia and establishing a strategy to extend a \$20MM brand into new segments.

Mark enjoys taking his experience with large brands and helping mid-sized companies develop and grow their brand portfolio.

The foundation of brand growth begins with the gathering of meaningful consumer insights and leveraging them in a unique and compelling way to create a competitive advantage. Strong brands and companies institutionalize an approach to consistently engage with consumers, both formally and informally, in order to bring fresh

ideas forward. With a methodical approach, these brands can become the thought leaders that retailers seek out for innovative new products and marketing programs...and strong partnerships usually follow. Mark's philosophy is that consumers relate to products with their brain but relate to great brands with their heart. This type of emotional connection with the consumer can be very powerful and long-lasting.

Mark is passionate about working in partnership with a management team to help solve complex problems. He finds it especially satisfying to help brands on both sides of the growth spectrum. With growing brands, Mark believes that the focus should be on identifying the key growth drivers including new products, new channels and the development of marketing programs that drive consumer demand. For stagnant or declining brands, he supports that the key is to identify the things that the brand does very well and leverage them in a way to make the brand more relevant. Don't try to be everything to everyone but focus on a few compelling things that can set the brand apart. Again, it is important to utilize the power of consumer insights to help determine which elements of the brand have the most equity to build upon.

As a Chief Outsider, Mark partners with a variety of companies, and their management teams, to identify and implement growth strategies.

Mark is a proud resident of Newton, MA. He is an alumnus of Connecticut College and received an MBA from the New York University Stern School of Business.



Chief Outsiders
Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.