



Nando Zucchi

CMO

About Nando Zucchi

A consumer marketing executive with 20 years of P&L leadership, Nando builds brands that win in the market and drive measurable financial results. Leading businesses from \$30 million PE-backed brands to \$1.5 billion public company divisions, he drives growth through brand restage, eCommerce buildout, and execution grounded in consumer insight. Excelling in complex turnarounds and growth situations, he drives enterprise value through strategic partnerships and digital transformation. Nando brings deep expertise in digital marketing, licensing, and brand partnerships across CPG, outdoor recreation, and sporting goods.

How Nando has Helped Businesses Grow

- Reversed a \$30 million annual loss to positive EBITDA in nine months at LEER Group, growing revenue \$50 million (+22%) by rebuilding the digital marketing strategy, overhauling website UI/UX, and closing a \$13 million B2B fleet deal.
- Led the \$811 million exit to Pon Holdings at Pacific Cycle by growing revenue from \$400 to \$600 million (+41%) and net margin +94% in three years through brand restage, eCommerce buildout, and partnership-based account management.
- Scaled eBike revenue from \$800K to \$40 million and grew Amazon from \$30 to \$100 million (+300%), while reducing Walmart's concentration from 67% to 28% of revenue and simultaneously growing total sales.
- Built a \$75 million licensed product business through brand partnerships with Disney, Paw Patrol, Ford Bronco, and Netflix/Stranger Things.
- Delivered 14% revenue CAGR at SOG Knives & Tools—growing from \$30 to \$50 million in a single-digit growth category through a full brand restage, 11 new product launches, and joint business planning with major retailers.

Expertise

Industry Experience

- Consumer Goods
- Food & Beverage
- Health and Wellness
- Automotive Accessories

Specialties

- Growth Strategy
- Omni-Channel Marketing
- Brand Strategy/Refresh
- Positioning and Messaging

Education

- MBA, Cornell Johnson Graduate School of Management
- BA, Political Science, Middlebury College

Contact Information

Nando Zucchi
Phone: 360.383.7475
NZucchi@chiefoutsiders.com
www.chiefoutsiders.com

How Nando Leverages AI for Business Impact

- Applies AI strategically across marketing, sales, finance, and business strategy functions, leveraging Claude, Gemini, and ChatGPT to accelerate analysis, improve decision quality, and increase executive productivity.
- Integrates AI into business processes and operating workflows, enabling more effective sales analysis, financial analysis, marketing execution, and strategic planning.
- As owner of Eduardo's Pasta, utilizes AI to strengthen direct-to-consumer and Amazon channel performance through data-driven analysis, website optimization, digital marketing improvement, and conversion-focused decision making.
- Leads practical AI adoption by introducing AI workflows to teams and business stakeholders, helping organizations translate emerging AI capabilities into measurable business applications.
- Participates in AI leadership discussions through the Naturally NorCal AI Roundtable, contributing industry perspectives on the application of AI within the specialty food sector and broader growth-oriented business environments.

Executive Experience

- Owner & Strategic Advisor, Eduardo's Pasta Co.
- President, LEER Group, a Division of JB Poindexter Co.
- President & CEO, Pacific Cycle (Schwinn, Mongoose & Kid Trax)
- VP Sales & Marketing, BRP Marine Group, Bombardier Recreational Products
- GM & VP, Kinetic Group, Vista Outdoor
- Executive Vice President, Sales, Marketing & Product Development, SOG Knives & Tools
- Senior Vice President of Marketing, Signature Brands