



Paul Reppenhagen

CMO

About Paul

An engaging executive leader, Paul brings a proven formula for turning around underperforming businesses, driving growth, EBITDA, and team engagement. Executing with a clear, winning strategy, he grows brand market share and households while driving stellar financial performance. Streamlining operations, he implements management systems that accelerate results, drive speed to market, and improve accountability. Aligning management to strategy, he builds a great place to do great work where team members thrive through compelling values and clear expectations.

How Paul has Helped Businesses Grow

- Drove 48% revenue growth for mid-market CPG company by pivoting strategy to capitalize on changing business climate resulting in record sales and market share.
- Doubled net income by reprioritizing selling focus, adjusting pricing to expand margins, and streamlining SG&A costs with new systems and sales compensation structure.
- Drove \$6 million profit improvement for an industrial equipment manufacturer by building an integrated strategy and activation plan for field operations.
- Grew total market share by 1.5% at Post Consumer Brands by shifting focus to core brands, amplifying R&D, and prioritizing retail focus and execution. Grew brand portfolio to #1 share at Walmart.
- Grew RTE Cereal sales by \$20 million at MOM Brands creating new competencies in licensing partnerships with Weight Watchers, Dreamworks, and GOYA.
- Drove \$250 million of branded growth (7.9% CAGR) through new customer solutions, aggressive innovation plan, expanded distribution, and revised retail merchandising communication.
- Grew Business Unit margins by 20% at J&B Group by optimizing production process, commercializing value-added items and rationalizing price points and support timing.

Executive Marketing Experience

- President and CEO, Famous Products, Inc.
- CMO, SVP Marketing & Corporate Strategy, Post Consumer Brands
- CMO, SVP Marketing & Strategy, GM Hot Cereal Business Unit, MOM Brands Company
- VP and GM, Branded Business Unit, J&B Group
- Director, National Category Management and Retail Development, Malt-O-Meal Company

Expertise

Industry Experience

- Industrials
- Retail
- Consumer
- Food & Beverage
- Consumer Goods

Education

- MBA, University of Minnesota
- Bachelors, Economics & Business, Kalamazoo College

Contact Information

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