



Simon Waters

CMO

About Simon

Simon excels at driving growth by synthesizing challenges and opportunities into energizing and actionable growth plans. A deeply curious, creative entrepreneur and insights advocate, he leads high performance teams for well-known and growing global consumer brands. Simon combines his expertise for creative brand 'story-telling' to his expertise accelerating profitable returns, using it with clients as an essential sales & marketing tool to align their organizations for rapid growth. As a senior leader, he partners with boards, C suites and global leadership teams, crafting effective & action-oriented sales & marketing presentations to diverse customer audiences.

How Simon has Helped Businesses Grow

- Drove 7 consecutive years of record results, tripling operating profit, doubling revenue and leading Hasbro from No.12 Global Brand Licensor, to No.5.
- Scaled Hasbro Consumer Products by opening 23 offices around the world, developing a top talent bench and leading a highly visible turn-around in culture & engagement.
- Established Hasbro's Location Based Entertainment Division, leading the team to over 100 deals, including Hasbro's first branded Hotel.
- Added 1 million subscribers to the Power Rangers You Tube channel within the first 12 months, leading the \$522 million acquisition of Power Rangers, driving growth across all aspects of the brand.
- Propelled Hasbro into highly creative collaborations with hundreds of lifestyle brands and celebrities, including Nike, Bathing Ape and Moschino, by establishing a new "Hot House" division.
- Created and launched a new \$600 million consumer-facing division within Disney, called Disney Infant, using key mom & parent insights.
- Accelerated growth in consumer products across all categories and retail channels leading the turn-around of Mickey Mouse as a powerful brand icon.

Expertise

Industry Experience

- Retail
- Consumer
- Health and Wellness
- Consumer Goods
- Hospitality/Travel/ Entertainment

Specialties

- Brand Strategy/Refresh
- Go-to-Market Strategy
- Positioning & Messaging
- Brand Building & Brand Storytelling
- Global P&L Management & Executive Leadership
- Brand Creative, Positioning & Messaging
- Sales Activation & Creating A Sales Story
- Business Development & Business Model Innovation

Contact Information

Simon Waters
Phone: 818.331.9834
swaters@chiefoutsiders.com
www.chiefoutsiders.com

Executive Marketing Experience

- CEO, Suitcase Entertainment
- President, World Builder Brand Consultancy
- SVP & Global GM, Brand Management, Hasbro
- SVP & Global GM, Hasbro Consumer Products & Entertainment
- VP Global Brand Management, Disney Consumer Products
- Director, UK Apparel, Disney UK
- Director, Sales & Marketing, Disney Apparel, Europe
- Head Of Sales & Marketing, BMG UK

Education

- Politics, Economics, History, University of Nottingham
- Harvard Business School, Digital Marketing
- Harvard Business School, Strategic Marketing Management
- Dartmouth School of Business, Executive Leadership
- Ashridge School of Business, Master of Negotiation