



# Stuart Johnson

CMO

## About Stuart

Clients describe Stuart as a strategic, entrepreneurial, and people-centered leader with an innate growth mind-set, contagious energy, and unrelenting drive to get results.

Stuart leads organizations and marketing teams from struggling to generating focused, sustainable growth by using a structured 3-step process from deep dive audit, to “strategy into action” workshops, to focused 2-week sprints that capture quick wins, drive profitable sales, and build sustained advantage.

As you would guess, Stuart and his teams favor innovation, cohesive action, learning, and iteration over perfection.

After 15 years in progressive strategy, innovation, and marketing leadership roles with growth-focused consumer product leaders like Frito-Lay, Starbucks, and Reebok, Stuart has invested his last 10 years scaling start-ups, small, and medium-sized companies in the consumer product and business-to-business space. Stuart’s clients are looking to change and grow. He helps focus and move forward, fast.

In his free time, Stuart enjoys teaching strategy at Seattle University. A former competitive ski racer and mountain ultra-runner, Stuart spends free time surfing, skiing, mountain biking, hiking, and occasionally running the trails in the Pacific Northwest.

## How Stuart has Helped Businesses Grow

- Accelerated sales 260% and monthly online traffic 40% for Model No at Stuart Johnson Co.
- Grew core brands 60% at Accell Group. Successfully sold to private equity firm.
- Doubled online sales, launched two online stores in 75 days, and restaged Amazon business, growing it into a top 5 account for Pacific Market International.
- Doubled sales and achieved the highest profit in history evolving the brand strategy at PMI Aladdin Brand & Business Unit. Delivered \$26 million sales growth partnering with retailers on exclusive seasonal innovation.
- Achieved double-digit comps and #1 growth in company launching three tea innovation platforms across channels at Starbucks. Led planning, development, and launch of 42 new products to support international comp growth.
- Grew sales \$50 million launching innovation at Frito-Lay. Grew 35% and +5 margin points leading multicultural platform. Developed and launched \$200 million of new products with targeted media partners achieving highest ROI in portfolio.
- Two-time winner of PepsiCo Chairman’s Award for unique contributions to PepsiCo growth.

## Expertise

### Industry Experience

- Retail
- Consumer
- Health and Wellness
- Food & Beverage
- Consumer Goods

### Specialties

- Omni-Channel Marketing
- Brand Strategy/Refresh
- Product Innovation
- Positioning & Messaging
- Market & Consumer Insights

## Education

- MBA, Babson F.W. Olin Graduate School of Business
- BA, University of Colorado Boulder

## Contact Information

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## Executive Experience

- Head of Marketing, Model No.
- Chief Marketing Officer, Norwood Industries (Fractional)
- Chief Marketing Officer, ProService Hawaii (Interim)
- Chief Marketing & Digital Officer, Accell Group North America (Raleigh, Daimondback, Redline, Ghost brands)
- Vice-President, Digital Marketing & Ecommerce, Pacific Market International (Stanley, Aladdin brands)
- Vice President/General Manager, Aladdin, Pacific Market International
- Vice President, Marketing, Newton Running
- Strategy Director, Fitch
- Global Brand Category Director, Starbucks Coffee Company
- Strategy Director and Senior Brand Manager, PepsiCo/Frito-Lay
- Global Strategy Director, Performance Footwear, Reebok International