



# Robert Anstine

## Specialties

- Leading the development of strategic and marketing plans.
- Expanding businesses into adjacent industry segments and product categories.
- Extending brands into complementary channels and product categories.
- Accelerating new product development and launches using a streamlined stage gate process.
- Segmenting and targeting customers in line with business value proposition.
- Implementing comprehensive sustainable packaging programs among manufacturers and customers.
- Coaching and developing marketing teams to create and successfully implement value propositions.

## How Bob Can Help Your Business

- Work with senior management teams to develop and execute successful strategic and marketing plans.
- Align marketing programs and tactics with business strategy and customer needs. Increase speed to market for programs and product launches.
- Streamline new product development process using a stage gate process linked to market trends, customer needs and business value proposition.
- Develop, manage and motivate diverse cross-functional teams that are empowered to overcome barriers and deliver results on time and on budget.

## Success Stories

- Launched first-ever, easy-to-follow Variable Data Printing job submission system that created dynamic print messaging for clients' multi-channel marketing communications programs.
- Repositioned company brand as an innovative marketing solutions provider. Coordinated messaging across multiple channels: print collateral, direct mail, email, social media, website and blogs.
- Led development of award-winning 40-page sustainability report highlighting company's sustainable business practices, supply chain partners and eco-friendly toolbox of products and services. Ranked #1 Sustainable & Forest Friendly printer in North America.
- Launched four new lines of food packaging targeting the foodservice, supermarket and food processor channels with first year sales target of \$11 million.
- Segmented and targeted key consumer packaging customers to develop winning value propositions. Drove double-digit sales growth focused on the food & beverage, cosmetic & fragrance, personal care, OTC pharmaceutical and home entertainment categories.
- Created industry-leading greenchoice® Sustainable Packaging Solutions branding program. Program improved customer manufacturing efficiencies, reduced freight and transportation costs, and generated over \$22 million in sales in first year. Honored with the prestigious 'International Paper Excellence in Sales and Marketing Award' in 2008.
- Created aggressive trade promotion plan against Nabisco primary baked goods competitor. Gained 12 share points in 18 months while improving customer profitability.
- Launched new products with cross-company retail collaboration: McDonald's Oreo® McFlurry desserts, Dreyer's Oreo® Cookies and Cream ice cream. Licensed handheld Oreo® Cheesecakes with The Cheesecake Factory. Delivered over \$10MM in incremental revenue.

## Executive Marketing Positions

*CMO, EarthColor*

*VP Marketing, Sabert Corporation*

*VP Marketing & Business Development, Shorewood Packaging, a business of International Paper*

*VP Marketing, International Paper Consumer Packaging Business*

*Director of Marketing, Nabisco Foodservice Business*

## Contact Information

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# Biography

**Robert Anstine is a catalyst who leads organizations that seek to be more customer-focused. He creates value through a disciplined strategic planning process that generates innovative, business-building solutions that sustain long-term customer relationships and sales success.**

Robert has a unique combination of consumer products, printing and packaging experience across multiple levels of the supply chain. He is skilled at identifying and meeting customer needs through a hands-on approach that generates insights, and implements growth opportunities that align with business strategies. Throughout his career, Robert has consistently gained market share in competitive product categories while delivering brand, category and business financial objectives.

Robert has P&L and global leadership responsibility in organizations ranging from \$200MM to \$1B in the industrial and consumer products industries, including food, beverage, consumer packaging and musical instruments. During his career he has held positions of increasing responsibility at EarthColor Inc., Sabert Corporation, International Paper, Nabisco, Kraft Foods and Nestle. He has completed marketing strategy consulting projects with Tetley Tea/Eight O'Clock Coffee and Gibson Guitars.

Most recently, Robert worked with EarthColor, initially in an engagement with Chief Outsiders as a fractional CMO, then invited to be the company's full time CMO. EarthColor is an innovative print and marketing solutions provider to leading companies across industries including consumer products, telecom, luxury goods, retail, pharmaceuticals, travel and leisure. Working with the leadership team, he led the development of a Go To Market plan focused on implementing the CEO's vision to transform company in response to changes driven by digital communications technologies. The plan laid out growth strategies built upon innovative printing and communications technologies, and the key marketing & sales initiatives to implement them. Upon approval of the plan Robert and the marketing team created multi-touch marketing campaigns combining online and traditional marketing tactics to build awareness of EarthColor's brand, marketing solutions and new personalized variable data printing technology offerings. Initiatives expanded EarthColor's web and social media presence; integrated sales force automation with marketing automation and analytics to improve marketing ROI. As part of the plan's implementation, Robert restructured the Marketing organization to implement key initiatives in collaboration with Sales teams. He was actively involved in coaching and developing team members to build their knowledge of marketing principles and the skills to successfully implement marketing initiatives.

Previously, Robert was Vice President of Marketing for Sabert Corporation, a global manufacturer of disposable food packaging

and tableware marketed to consumer, foodservice, supermarket and food processor channels. He restructured the marketing team to improve linkage with customer channels and product lines. He aligned programs and tactics with business strategy and customer needs, and also increased speed to market for programs and new products. He drove a sustainability initiative in support of new product launches featuring renewable materials, high-style innovative designs as well as aggressive corporate goals of zero waste, material recyclability and source reduction.

Prior to that role, Robert was Vice President of Marketing and Business Development for Shorewood Packaging, a \$500 million business within the \$4 billion Consumer Packaging business of International Paper Co. He helped lead efforts to segment and target key customers in the food & beverage, cosmetic & fragrance, personal care, OTC pharmaceutical, and home entertainment industries.

Previously Robert served as Vice President of Marketing for the Consumer Packaging businesses of International Paper, including its Beverage Packaging and Foodservice Packaging divisions. Highlights included revitalizing foodservice business marketing efforts, improved planning and research, customer stratification and revised contract pricing strategy. He also gained valuable experience leveraging global manufacturing capabilities with both multinational and local customers.

Robert began his career in the foodservice businesses of consumer marketing powerhouses such as Nabisco, Kraft and Carnation/Nestle. He managed well-known consumer brands targeted at leading foodservice restaurant chains and distributors. He launched branded products with cross-company retail collaboration such as McDonald's Oreo McFlurry desserts, Dreyer's Oreo Cookies & Cream ice cream, and licensed handheld Oreo Cheesecakes with The Cheesecake Factory.

Robert holds a MBA from the Wharton School of the University of Pennsylvania, and Bachelor of Arts degrees from the University of California at Davis. He has also completed executive marketing management coursework at Northwestern University, Board, and has held board positions at Global Retail Marketing Association, National Retail Federation, and the Zimmerman Advertising Program at the University of South Florida.



**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.