

PROFILE

Executive with over 30 years in global management, brand management and strategy consulting. Ten years as a strategy consultant, including three years as a turnaround CEO for private equity portfolio companies. Eleven years as President of U.S. and international subsidiaries for African Plantations, a premium coffee and tea company headquartered in London and Harare, and Lindt & Sprüngli, a Swiss premium chocolate company. Eleven years in brand management at Kraft Foods. Delivered profit turnarounds of \$10MM and \$30MM for two distressed companies. Directed two successful start-ups. Demonstrated results in large and small companies.

EXPERIENCE

DEVINE MARKETING, Portsmouth, NH **Managing Director**

2000 – Present

Provide consulting services specializing in strategy, branding and infrastructure building. Build operating, marketing and organizational development plans for small businesses and start-ups. Create branding and identity programs for large and small consumer goods companies. Assist in evaluating companies for private equity investments. Operate as turnaround CEO for distressed companies.

- CEO of Wildwood Harvest Foods, an organic soy products company.
 - Restructured strategy, organization and infrastructure in a financially distressed company.
 - Reduced negative monthly cash flow by 80% in four months.
 - Launched five products and rationalized product line to grow revenue for the first time in two years.
 - Completed build out of two organic soy product plants in California and Iowa.
 - Contributed to due diligence to secure a strategic investor that purchased 55% of the Company.
- Developed a product management system for U.S. and German subsidiaries of a Japanese auto supply company.
- Developed the first phase of the branding program for CBS' Survivor.

UNIVERSITY OF NEW HAMPSHIRE, Durham, NH

2008 – Present

Senior Lecturer, Adjunct Professor - Peter T. Paul College of Business and Economics at UNH

- **Teaching Experience**
 - ADMN 400: Introduction to Business
 - ADMN 703: Strategic Management and Decision Making (senior capstone strategy course)
 - ADMN 799: Management Option, Senior Honors Thesis
 - MGT 701: Business, Government and Society
 - MGT 701: Stakeholder Engagement and Sustainable Businesses
 - MGT 755: Global Management
 - ADMN 840/841: Global Management, Executive MBA Program
- **Lectures/Presentations/Publications**
 - Guest Lecturer (International Business, Strategy) for 800 undergraduate business students
 - Contributor to *The Sustainable Business Casebook* textbook (Flatworld Knowledge): Strategy section
 - Contributor to *Acting Strategically, Thinking Critically* textbook (Cognella): Chapter reviews and edits

AFRICAN PLANTATIONS CORPORATION, London, UK, Harare, Zimbabwe

2000 – 2002

President, Chief Executive Officer - African Plantations Corporation (USA)

Chief Marketing Officer - African Plantations Corporation Limited

Directed global marketing, sales, logistics and infrastructure building activities for a roll-up of fifteen coffee and tea estates on 25,000 acres in four East African countries. Contributed to the creation of the largest, low cost producer of premium quality African coffee and tea. Moved the company from a production to a customer focus through the development of a portfolio of branded products and a worldwide business-to-business capability.

- Established APC as the strongest and most reliable producer and supplier of high quality African coffee and tea for worldwide customers, particularly in Europe, Asia and the U.S.
 - Built net revenue 80%, from \$10MM to \$18MM, over fifteen months in a severely depressed market.
 - Created and led three new marketing operations and offices in London, Zimbabwe and the U.S.
 - Developed and marketed the largest organic tea estate in Africa.
 - Completed a coffee processing plant in Zambia, one of the largest investments in sub-Saharan Africa.

LINDT & SPRÜNGLI (USA) INC., Stratham, NH

1991 - 1999

President, Chief Executive Officer

Directed U.S. activities for a global premium chocolate company, including operations and expansion of the only Lindt manufacturing facility outside of Europe. Changed U.S. subsidiary from a bankrupt importer and distributor to a financially vital, high growth marketer, importer, exporter, manufacturer, wholesaler and retailer. Quadrupled size of business after restructuring and stabilizing finances and organization during first two years.

- Established the second largest super premium chocolate brand in the U.S. by aggressively building the wholesale business while creating a company-owned retail store business from the ground up.
 - Quadrupled the net revenue of the business to \$70MM by expanding into nine trade classes.
 - Established the #1 super premium brand for the wholesale business.
 - Launched the Lindt Chocolate Shop concept and built a \$25MM retail business from start up.
 - Tripled production capacity with a \$12MM investment to support new volume growth.
- Built a new, profitable export business to Canada, Mexico and Australia.
 - Developed the lowest cost, state of the art plant for L&S manufacturing.
- Led a \$10MM profit turnaround by reorganizing marketing, sales, finance, logistics and manufacturing systems and restructuring the capital base.

KRAFT GENERAL FOODS, White Plains, NY

1979 – 1990

Director, Marketing and Merchandising - Frozen Desserts Division

Directed Marketing, Sales, Consumer Promotion, Market Research, Logistics and Information Systems for a \$400MM business unit.

- Achieved a \$30MM profit turnaround in one year for Frozen Novelties (Jell-O, Kool-Aid).

Category Manager - Frozen Desserts Division

Product Manager - Beverages Division, Breakfast Foods Division

EDUCATION

MBA

Stanford Graduate School of Business, Palo Alto, CA

BA, Economics

Yale University, New Haven, CT

BOARDS

Trustee/Director

Exeter Health Resources, Inc.

Parent Company of a \$200MM hospital and nine subsidiaries,

Executive and Finance Committee, Joint Conference Committee (8 years)

Director, President

Portsmouth City Soccer Club (2 years)

EXTRACURRICULAR

Coach

Portsmouth City Soccer Club (8 years)

Coach

Portsmouth Girls Softball Association (4 years)

Coach

Portsmouth City Basketball (3 years)