

Emmitt Tether

1883 Severn Avenue | Antonia, IA 11298 | 403.555.1022 | emte@gmail.com | www.linkedin.com/in/emmitttether

CHIEF MARKETING OFFICER | PRESIDENT, MARKETING

- ✓ Drives business volume through new product creation, innovative branding, effective merchandising and expansive communication distribution to increase profit growth.
- ✓ Introduced and capitalized on marketing automation tools to improve marketshare by 12% in last three years, in a highly competitive product space.
- ✓ Balances the need for infrastructure, automation and the team creative collaboration to see consistent ROI, ranging from 9% to 227%, on successful marketing initiatives
- ✓ Proven ability to mentor and to develop leaders within the organization.
- ✓ Builds consensus that consistently creates momentum to implement strategic initiatives.

Executive Leadership Competencies:

• Strategic Marketing & Branding • New Product & Brand Development • Distribution Channel Management • Public Relations, Advertising & Promotions • Brand Marketing & Consumer Communication • Environmental Branding and Décor • Interactive & Technology Enabled Marketing • E-Commerce & Website Evolution • Loyalty Marketing & Customer Segmentation • Market Research, Shopper Analysis & Reporting • Profit & Loss Statement Accountability

PROFESSIONAL EXPERIENCE

FOOD & HEALTH ORGANICS, INC, Antonia, IA

June 1999 – present

A Fortune 500 firm and one of the largest organic food retailers in North America, eclipsing \$2 Billion in sales in 2013. It has 65,000 employees, 975 stores in US, Europe and Canada and a vast network of distribution, manufacturing and food processing facilities.

Chief Marketing Officer (12/09-present)

- Manage Food & Health Organics' \$114 Million advertising budget, comprised of 150+ total employees, and report directly to the Chairman/CEO/President.
- Perform as General Manager to Food & Health Best Organics' Generic Brands, \$600 Million in sales, with full P&L oversight, starting in 2010.
- Spearhead the restructuring plan for the ecommerce unit to achieve profitability within a 12 month period. Returned \$112 Million in profit in 2012 versus \$12 Million loss two years prior to take over.
- Lead the development of a Consumer Trend Framework to feed strategic planning and brand strategy, which provides improved data for more effective strategic, tactical and financial planning.
- Contribute as an Executive Committee Member that approves IT Capital Investment corporate-wide to include marketing automation, online loyalty program and health education.
- Create and communicate the consumer facing Health and Wellness communication strategy.

Senior Vice President, Marketing (4/06-12/09)

- Managed a \$75 Million advertising budget comprised of 150 marketing employees.
- Launched Best Organics Brand in 2006 as a generic store brand versus which yielded \$170 Million in its debut year, close to \$300M in 2007, \$375M in 2008 and \$380M+ in 2009.
- Developed "CPG Like" Consumer Insight and Research organization to give Food & Health Organics a consistent methodology to measure customer reaction to programs on price, quality and product perception.
- Initiated the "Life-Building Ingredients" brand positioning campaign to improve consumer education regarding using organic food and health products.
- Created a best in class shopper segmentation scheme and customer segment management process.
- Launched Nature's Nurture Soup and Clean Eating Brands to yield \$45M in debut year to \$190M in 2009.

EMMITT TETHER, PAGE 2

403.555.1022 | emte@gmail.com | www.linkedin.com/in/emmitttether

Group Vice President, Marketing (12/03-4/06)

- Created and developed an industry leading Customer Segmentation and Analysis organization.
- Launched Ranchers Reserve Beef Brands including marketing and branding strategy implementation.

Vice President, Advertising (6/99-12/03)

- Centralized and consolidated Safeway advertising and media functions to a corporate office function, resulting in a 8.3% savings of marketing budget, by working closely with Divisional Presidents to streamline use of print, point-of-sale, direct-to-consumer, and broadcast advertising.
- Developed and implemented the Loyalty Club program, which consisted of 18 million households, of which 65% shop Food & Health Organics weekly.
- Consolidated agency support and streamline processes to capitalize on the leverage and synergies created from a company-wide buy.
- Managed a team of six and an advertising budget of \$350-\$400 Million.
- Oversaw director-level reports for Corporate Advertising, Electronic Marketing, Card Loyalty Programs, Creative, Print and Brand Management.

CARDINAL TOYS, Chicago, IL

1988 – 1999

Advertising Director, International (2/93-5/99)

- Handled oversight for US franchise operations advertising programs and regional operators consisting of a combined media spend of \$100 Million and a staff of 8.
- Launched Cardinal Toys in Asia, Europe and the Middle East and hired, trained and evaluated staff of 25 for new country start-up operations.
- Developed US based support organization designed to leverage corporate marketing capabilities and efficiencies across global network retail operations.
- Created and implemented brand strategy to introduce the brand to 20 new markets around the world.
- Managed advertising production for international markets including, but not limited to, entities in Canada, Europe, Asia and Australia and franchised operations in Dubai, Saudi Arabia and Israel.

Advertising Manager, International (2/89-2/93)

- Spearheaded advertising creation and production for Canada, Singapore, Hong Kong and England.
- Reviewed work in progress and consults on advertising merchandising in international markets
- Managed and cultivated agency relationships and accountable for an advertising budget of \$50 Million

Advertising Coordinator (5/88-2/89)

INDUSTRY & CHARITABLE LEADERSHIP

Information Resources Incorporated (IRI), Retail Advisory Board Member, 2006 – present

The Food & Health Organics Foundation, Board Member

Food & Health Organics CSR Committee Team Lead - Marketing Communications Group

EDUCATION

ARKANSAS STATE UNIVERSITY, Bachelor of Arts - Communications