

Lee Taylor

455 West Jackson, St. Louis, MO 63119

LTaylor@Redrockcomm.com

314-882-2212

Professional Summary

Experienced Marketing Executive with solid background in consumer packaged goods brand management, advertising and general business management. I've held Account Service positions in small and large advertising agencies and Executive positions in the marketing departments of mid-size companies and large corporations. I understand the issues involved in creating impactful and profitable marketing programs from both the creative development and business management sides of the business.

Skills

Product Management	Business Start-Ups	New Product Development
Experiential Marketing	Advertising Production	Graphic Design
Social Media Marketing	Trade Marketing	Budgeting, P&L
Agency Management	Creative Strategy	Personnel Management
Organizational Structure	Private Label	Business to Business Marketing

Experience

Red Rock Communications, Inc., St. Louis, MO (9/99 - Present)

Chief Marketing Officer - Principal

Red Rock Communications is positioned as an out-source marketing department for mid-size companies or as an out-source Marketing / Product Manager for corporations. Red Rock performs all the functions associated with Brand Management and has the internal capability to produce creative advertising and collateral materials.

- Responsible for the business development, profitability, strategic direction and the day-to-day operational management of the company.
- Created a comprehensive formal internship program that provides the opportunity for college students to gain hands-on, "real world" experience in the marketing field before they graduate.

Pro Motion, Inc., St. Louis, MO (7/95 - 8/99)

Chief Operating Officer - Owner

Co-founder of a national experiential (special event) promotional marketing company. Recommended and implemented field and trade marketing programs designed to delivered our client's advertising message directly to where their customers live, work, play and purchase.

- In 4 years, grew the company from concept to a \$3.5MM business with 150+ employees operating in event venues in 43 states.
- Structured the entire business administration, reporting and human resource processes.
- Responsible for profitability, strategic direction and the day-to-day operations.

McCann-Erickson Event Marketing, St. Louis, MO (9/93 - 7/95)

Deputy General Manager - Sr. Vice President (9/93 - 7/95)

Special event company owned by McCann-Erickson North America / Inter Public Group. Responsible for the overall strategic direction and the day-to-day operations of a \$6MM event marketing company.

- Recognized by McCann-Erickson management for outstanding financial performance of an operating unit.
- In one year, lead the transformation of an unprofitable business unit (-\$1.5MM) to one that was structured to consistently deliver a 15%+ margin.
- Sustained profitability was achieved by implementing a bottom-line orientated selling system, standardizing the bidding process and by establishing formal personnel roles and responsibilities with an orientation towards performance recognition.

Experience

Ralston Purina Company, St. Louis. MO (2/83 - 8/93)

Continental Baking, St. Louis, MO (4/85 - 8/93)

Director of Marketing - Field Marketing (7/93 - 8/93)

Group Product Manager - Field Marketing (1/91 - 6/93)

Pioneered the establishment of the Field Marketing Division for CBC, a dramatic organizational realignment that significantly changed the way CBC marketed bread and cake at the local market level.

- Defined the Group's mission, roles and responsibilities and created a methodology for planning and assessing local marketing activity. Managed the Divisional Marketing quarterly planning process including local spending strategies and tactical plans.
- Reported to two Vice-Presidents of Marketing; 1 direct, 8 indirect reports.
A&P = \$60MM

Group Product Manager - Hostess Snack Cake Brand (11/87 - 12/90)

- Opportunistically restaged the base Hostess brand business by introducing Hostess Lights, a line of low fat, no cholesterol snack cakes. This multi variety line, developed in an unprecedented short 6 months from concept to full market introduction, successfully reversed a steady three year volume decline and resulted in an incremental \$252MM retail business for Hostess.
- The innovative Hostess Lights marketing plan generated the highest level of trial for any Hostess new product introduction to-date.
- Back-to-School Promotion reintroducing Twinkie the Kid generated an 180% increase in Twinkie sales, the largest national promotional increase for the Brand to-date.
- Introduced the first licensed product nationally distributed by Hostess - Ninjas Turtle Pies, delivering \$5MM to the bottom line in 5 months.

Sr. Product Manager - Cake New Products (7/87 - 10/87)

Product Manager - Cake New Products (10/85 - 6/87)

Associate Product Manager - Cake New Products (4/85 - 9/85)

- Lead the Cake New Product Development Team in identifying business opportunities, wrote business propositions and marketing plans, managed the new product development process, test marketing and national roll-out of new sweet snack products.
- Nationally introduced 5 new cake products (10 SKU's), generating over \$316MM in retail sales.
- Received Ralston's exclusive Chairman's Creative Management Award for the national introduction of Vanilla Pudding Pies.
- Negotiated first Hostess licensing agreement and entry into an alternative distribution channel (Twinkie Ice Cream Splits).

Ralston Purina Grocery Products Division - Breakfast Foods (2/83 - 3/85)

Assistant Product Manager - Chex Brand Cereals (10/84 - 3/85)

Responsible for the Chex Brand (Wheat, Rice, Corn) marketing plan execution, volume forecasting and P&L control. Introduced Honey Graham Chex and Double Chex.

- The '85 Winter Party Mix Promotion generated the highest unit volume and level of ACV display to-date for the Brand and successfully protected the franchise from the national competitive introduction of Kellogg's Crispix during peak season.

Experience

Ralston Purina Grocery Products Division - Breakfast Foods (2/83 - 3/85)

Assistant Product Manager - Private Label Cereals (2/83 - 9/84)

Managed the Ralston Private Label Hot Cereal business (85% of the total U.S. private label oat sales) and was responsible developing new private label cereals.

- Introduced Flavored Quick Oats and three new children's ready-to-eat pre-sweet cereals: Honey & Nut Tasteesos, Crisp Crunch and Fruit Rings.

D'Arcy-MacManus & Masius Advertising - St. Louis, MO (10/81 - 1/83)

Account Executive - Coleman Outdoor Equipment

- Lead the development of an advertising campaign that successfully repositioned the Coleman lantern as a multi-purpose product.
- Instituted a unique "psycho-graphics" analysis technique used in creative development and media selection that resulted in a full line creative campaign and allowed for the consolidation of media purchases, saving the client \$15MM annually.

Seven-Up Bottling Company - St. Louis, MO (2/79 - 9/81)

Marketing Manager - Private Label Soft Drinks, I.B.C. Rootbeer

- Managed warehouse sales of I.B.C. Rootbeer and House Brand soft drinks through 13 brokers covering the central Midwest U.S. states. Restructured pricing matrix by market increasing EBIT +3%.
- Responsible for the client relationships and profitability of the contract packed beverage accounts (Kroger, Staff, and IGA private labels, Weight Watchers, King Cola and Schweppes).

Waterbury Advertising, Inc. - St. Louis, MO (10/77 - 1/79)

Account Executive

Small, local, full-service advertising agency. Responsibilities included client service, creative production and media planning and negotiations.

- Youngest AE to bring in new business on own (Serrano).
- Wrote 5-year marketing plan for local dairy.
- Served as staff photographer.

Education

University of Missouri-Columbia (1977)

BJ, Journalism

Delta Tau Delta Fraternity / Advertising Club / Dean's Honor List

DeSmet Jesuit High School, St. Louis, MO (1973)

Associations

American Marketing Association

Webster Groves Historical Society - Broad Member

Alpha Delta Sigma Honorary Society

Eagle Scout