

# BILLY BURGESS

Majorsgatan 6 // 114-47 Stockholm Sweden | +46 70 842 9320 | burgess.bill@gmail.com

## PROFESSIONAL PROFILE

I am an ambitious, creative and resourceful Global Marketer with a proven success record at Global Brand Strategy and Development with US and International experience. Qualified in global brand strategy, product and concept development, and budget management; I am able to leverage broad-based consumer understanding to design successful products, while driving excellent brand-building initiatives. I have a work-hard/play-hard personality and enjoy living the life of the brands I manage and invest as much energy as possible to personally ensuring their success. Innovation has always been an archstone in my career. Furthermore, I crave creativity, yet balance this with analysis and pragmatism - coming from my engineering background.

## WORK EXPERIENCE

### PERNOD RICARD / THE ABSOLUT COMPANY

Stockholm, Sweden

March 2008 – Present

*Global Brand Manager, July 2010 - Present*

Responsible for driving global top-line growth of KAHLÚA Coffee Liqueur, strategic repositioning of portfolio brands and new product development, communications strategy and development, and global promotions masterplan including Global Travel Retail.

- Lead strategic thinking, architecture development, and product development of the KAHLÚA convenience portfolio (single serve and ready-to-serve) leading to mitigation of volume decline – and expectation to double volume in 10 years.
- Support the KAHLÚA repositioning by developing tactical initiatives to drive brand credentials (heritage, product attributes, etc.).
- Lead or co-lead company-wide organizational initiatives including (i) Global Competitive Intelligence, (ii) trend spotting, and (iii) pro bono service program that have enabled the global marketing organization to be in touch with the competitive- and consumer-landscape.
- Developed the global Below-the-Line Strategy and Global Travel Retail Strategy and corresponding initiative masterplan
- Lead analysis and optimization of current Communications strategy and Creative production.

*Global Interactive Marketing Manager, July 2009 – July 2010 (Broadening/Business Transition Assignment)*

Responsible for constructing the digital marketing strategy that will lead Malibu to become the most talked about spirits brand online, by 2015, and make it benchmark in the alcohol beverage industry.

- Developed a digital marketing strategy that (i) set pace for digital initiatives, (ii) outlined social media integration touchpoints, and (iii) delivered earned media.
- Responsible for leading integrated marketing efforts (with heavy emphasis on digital) – integrating TV, print, OOH, on- and off-trade, digital, and events; executed Malibu's first-ever signature global event
- Helped improve volume growth (+14% VYA in US, +6% VYA in ROW)
- 1 direct report

*Global Brand Manager, Mar 2008 – July 2009 (White Plains, New York)*

Responsible for implementing a brand strategy that will build and maintain Malibu Rum as a top 25 global spirits brand and making it Pernod Ricard's most valued market-entry spirits franchise with business in over 150 countries. This is accomplished by developing compelling innovations, relevant consumer promotions, and marketing initiatives that are fully integrated.

- Influenced above-the-line marketing concepts for brand repositioning through consumer insight and assessment testing (qualitative and quantitative).
- Steered lead markets (US, Canada, UK, the Netherlands, Spain and Germany) and successfully influenced interpretation of below-the-line concepts for local execution.
- Successfully launched three product innovations internationally with corresponding through-the-line support campaigns
- Helped flatten volume decline in US (+6% versus budget)
- Judge for *Innovation Challenge* the World's largest business innovation competition

### PROCTER & GAMBLE

Stamford, Connecticut

July 2001 – October 2007

*Assistant Global Brand Manager, 2006 – 2007*

Responsible for helping build Koleston (of Wella) into a \$1B global brand thus making it P&G's most valued hair color franchise by developing best in class product innovations and commercial initiatives for global reapplication.

- Built global campaigns to strengthen brand equity; this was accomplished by designing and delivering commercial initiatives, leveraging understanding of fashion/color trends, and working with agencies to create marketing collateral (print, TV, etc)
- Developed a 5-year innovation pipeline through superior consumer understanding and recognizing new business white-space; each innovation met a minimum success criteria of 2.5% market share and \$15M sales globally after 3 years
- Analyzed global industry trends (through Nielsen), including sales by price tier, market share data, and competitive benchmarking; key countries include, Brazil, Chile, Greece, Japan, Mexico, Saudi Arabia, Spain, Turkey, and Venezuela. Identified correlations and cues, and use as the basis for recommendation for future innovations and commercial initiatives
- Recommended portfolio and architecture strategies, positioning, SKU rationalization and proliferation, and product strategies
- Member of the *Black Advertising Leadership Team* at P&G and the *American Marketing Association*

# BILLY BURGESS

Majorsgatan 6 // 114-47 Stockholm Sweden | +46 70 842 9320 | burgess.bill@gmail.com

## *Program Manager for New Product Innovation, 2004 –2006*

Responsible for managing cross-functional teams during the “delivery” phase of new product launches. Directed the go-to-market execution for over 40 innovation launches for major beauty care brands.

- Delivered 75% of projects successfully (versus the company’s category average of 45%)
- Maintained and renovated 1200 SKUs, ensured 99.5% customer service level during conversions, managed annual budgets of \$20MM

## *Operations Manager & Industrial Engineer, 2001 –2004*

- Responsible for the manufacturing and supply chain operations for North American Clairol Haircolor, including 23 direct reports, 15 temporary staff, expense budget in excess of \$1M, and 5 large-scale capital expenditure projects
- Led the creation of the first *African American Manager Network* at P&G Beauty Global Haircolor Headquarters to improve advocacy of the affinity group with top management

## EXTRACURRICULAR ACTIVITIES

### **ALLIANCE FOR INCLUSION IN THE ARTS**

*New York, New York*

#### *Board of Directors*

Alliance is a not-for-profit advocacy organization established in 1986 and serves as an expert advocate and educational resource for full diversity in theatre, film, television and related media.

- Advance the mission of the organization through effective: executive director reviews, safeguarding assets, and being an ambassador for their vision.
- Developed the digital marketing strategy

### **PROJECT EXPLORER**

*New York, New York*

#### *Board of Directors*

Project Explorer provides a global cultural experience through film and multimedia materials aimed at fostering the next generation of global citizens.

- Advance the mission of the organization through effective: executive director reviews, safeguarding assets, and being an ambassador for their vision.
- Ensure fiscal longevity through appropriate fundraising tactics.

### **BRAND STRATEGY CONSULTANT**

*New York, New York*

Through project-based initiatives, manage the development and/or renovation of non-profit and small business brands – such as visual identities, brand strategies and positioning, and key messaging.

- Conduct market research, focus groups, and competitive analysis to assess current state of the brand within their competitive landscape, use findings as basis for recommendation for new branding strategies
- Collaborate with cross-discipline partners to develop (i) short-term action plans to drive immediate business change and market reposition, (ii) long-term brand strategies to ensure continuity and further growth, and often (iii) overhaul of current marketing collateral

### **PRO BONO EXPERIENCE**

*New York, New York*

#### *Taproot Foundation, Business Volunteers for the Arts*

Create brand strategies for nonprofits that have helped build brand equity to increase visibility and effectiveness in tackling issues like poverty, education and the environment. This serves as the foundation for developing critical marketing assets like an organization’s name, visual identity, and key messages.

## EDUCATION

### **FORDHAM UNIVERSITY, GRADUATE SCHOOL OF BUSINESS, New York, New York**

Masters of Business Administration (Marketing), August 2008

### **COLUMBIA UNIVERSITY, New York, New York**

Post-Baccalaureate (Business), May 2004

### **WORCESTER POLYTECHNIC INSTITUTE, Worcester Massachusetts**

Bachelors of Science (Chemistry), May 2001