

DARRYL I. FELDMAN

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SUMMARY

Confident and savvy Marketing Professional with ten years of experience in:

- Brand Management & Promotions
- Project Management & Leadership
- Marketing Communications
- P&L Management & Pricing Strategy
- Business Development
- New Product Development
- Corporate Training & Public Speaking
- Competitive Analysis & Segmentation
- Sales & Distributor Management

Heavy exposure to strong brands, multiple business environments (B2C, B2B, non-profit), team management and workflow efficiencies. Sharp organization and presentation skills, dependable in managing details and deliverables, motivated to excel in challenging situations. Communicates well with senior business executives, easily establishes rapport and gains confidence; creative, articulate and professional. Committed to producing superior results above and beyond what is expected.

PROFESSIONAL EXPERIENCE

PORTLAND ROASTING COFFEE (PRC) – Portland, OR

May 2009 – Current (end early August 2009)

Local premium roaster of Farm Friendly Direct™, quality coffees and champion of sustainable business practices.

Project Brand Manager, Grocery Program – Contract position only

Strategic lead of upcoming Grocery plan including: development, merchandising, consumer and trade programming, packaging, pricing, promotion, P&L and key customer programming. Report directly to Managing Partner and Director of National Accounts.

- Developing strategic plan for Grocery channel for – plan estimates at least doubling current size of entire Grocery business.
- Successfully created and executed comprehensive Grocery segment audit, findings led to improved promotion, packaging and merchandising solutions to gain trial, strengthen brand loyalty and win in-store.
- Working cooperatively with key departments including Sales, Operations and Customer Service to ensure fluid and flawless execution.
- Supervising, along with Director of National Accounts, three other Marketing team members.

THE JAMES BEARD PUBLIC MARKET – Portland, OR

February 2009 – Current

Future year-round market to showcase our region's bounty, promote sustainable agricultural practices, encourage healthy eating and to provide entrepreneurial opportunities for those who produce and sell the food we eat.

Development Team Member – Volunteer position (ongoing)

- Developed several copy themes for local and regional fundraising efforts. Efforts served as catalyst for future marketing communications positioning.

SPECIAL OLYMPICS OREGON (SOOR) – Portland, OR

April 2008 – August 2008

Nonprofit dedicated to providing sports training, athletic competition and sports for OR citizens with intellectual disabilities.

Project Manager, “Dine Out for Greatness!” – Contract position only

Marketing lead for Dine Out for Greatness! and support for The Bite of Oregon (including onsite). Report directly to SVP, Marketing.

- Developed and executed state and local marketing and public relations plans, pre- and post- ROI analyses.
- Recruited and cooperated with event sponsors and vendors on co-marketing strategies, promotions and win-win opportunities.

KETTLE FOODS, INC. (KFI) – Salem, OR

October 2007 – April 2008

Premier manufacturer of handcrafted, great-tasting, all natural snack foods; and an ambassador to sustainable business practices.

Manager, Business Development – Laid off, structural changes, job eliminated

Drove strategic business development of Kettle™ SBUs, including: Fried Potato Chips (aide), Baked Potato Chips, Tortilla Chips and Nuts/Nut Butters (totaling multi-\$MM) to increase brand awareness, distribution and top/bottom line. Created business solutions for the Mainstream, Natural, Club and Emerging Channels of business.

- Led and managed cross-functional Business Development team to ensure projects delivered on time, within budget and to exceed customer expectations. Prepared Stage-Gate® workflow process, and reported weekly progress reports to key KFI personnel.
- Spearheaded revitalization plan for Kettle™ brand Bakes Potato Chips, including: new products, packaging, marketing strategy and key customer initiatives. Synthesized multiple data sources including: syndicated data (ACNielsen, SPINScan, Whole Foods Market DataCube), sales team interviews, field visits, competition, industry trends, etc. Execution plans pending.
- Developed marketing trade plan for new "People's Choice 4" Death Valley Chipotle™ Potato Chip – largest in history of KFI.
- Prepared quarterly and annual KFI portfolio performance reviews, reported and recommended SKU rationalizations accordingly.

ANNIE'S INC. – Napa, CA

March 2007 – September 2007

*Producer of delicious, all-natural and organic alternatives to traditional comfort foods for healthy families.***Brand Manager, Annie's Brands: Annie's Homegrown & Annie's Naturals – Structural changes, personal**

Brand captain of overall strategic vision for AI's core brands. Aided new products, media, cause/event marketing and web initiatives. Key daily link to Sales, PR and all other vital Annie's teams; and unofficial caretaker of the beloved mascot, Bernie.

- Strategic and executional lead of AI annual Grocery and Natural brand plans for six core Annie's SBUs, including: Macaroni & Cheese, Cookies (Bunny Grahams®), Crackers (Cheddar Bunnies®), Cereal and Dressings to drive planned 20%+ sales growth.
- Brand lead of new Annie's Cereal, development and execution of inaugural plan – Annie's biggest new product intro to date.
- Successfully and rolled out complex Back to School display program, including: team and agency direction, promotions, testing, Sales communication and ROI analysis. Program slated to drive 5,000+ displays in-field and drive 750K+ unit sales.
- Prepared monthly strategic Grocery (IRI) and Natural (SPINS) state of the business analyses, provided critical observations and goto market strategic recommendations to ensure continued category innovation and leadership.

BOYD COFFEE COMPANY (BCC) – Portland, OR

December 2004 – February 2007

*Fourth generation, family-owned coffee company with 100+ years of industry/product excellence and innovation.***Brand Manager – Boyds Coffee® & Acs., Techni-Brew® Intl. – Sought org./sust. food opp.**

September 2006 – February 2007

Strategic champion of B2C and B2B marcom, advertising, pricing, merchandising and distribution plans. Managed brand consistency across all Foodservice, C-Store, Retail, Grocery and Military segments and supporting agencies/vendors. Key liaison to Sales and cross-functional teams to ensure synergy and flawless execution. Daily collaboration with senior executives.

- Lead coffee portfolio brand revitalization project; including creation of five new brand IDs, pricing, packaging and marcom plans.
- Introduced four new products in cooperation with R&D and Operations groups to enhance portfolio.
- Successfully negotiated premier sponsorship of inaugural Portland WiFi Project, one of only eight cities in the USA.
- Directed launch plan for revolutionary coffee brewing equipment, Coffee Profiler™, currently unmatched by the competition.

Marketing Manager, Coffee

December 2004 – August 2006

Managed development and execution of BCC strategic plans for Boyds Coffee, Coffee House Roasters®, Viaggio® and Italia D'Oro® brands. Responsible for ongoing competitive analysis to serve product development and growing demand.

- Set brand forecasts and volume, dollar and profit goals to achieve maximum ROI. Implemented corrective actions.
- Spearheaded Origin to Cup™ program, including: curriculum, in-field training of company leaders and 200+ sales professionals.
- Championed winning RFPs with 500+ premier customers to add multi-\$MM and coffee pounds to the corporate bottom line.
- Led regional/national trade show brand plan, including booth and collateral design for audience of 100K+.
- Recognized as accomplished Cupping Team member to maintain quality control and product excellence.

KRAFT FOODS NORTH AMERICA, INC. – Tarrytown, NY

2001 – 2004

*The world's second-largest F&B company, with a brand portfolio earning the loyalty of millions of consumers.***Promotion Assistant, Coffee Division – National downsizing, laid off**

Awarded contributor to development, management and execution of strategic rejuvenation plans for Maxwell House® coffee brands, GFIC®, Yuban® and new products. Managed forecasting and spending recommendations for multiple coffee business budgets totaling \$30MM+. Conducted ongoing analysis of competitive activity, utilized to develop responsive and future marketing strategies.

- Instrumental contributor and strategic leader to strategic planning sessions, brainstorms and focus groups.
- Managed advertising/marketing agencies, vendors and internal team during creative process to create winning promo materials.
- Negotiated successful partnerships with top in/external Kraft brands to increase exposure, cross-usage and build brand equities.

ADDITIONAL NOTABLE EXPERIENCE

- Taste of the Nation – Marketing Team Member, New Media Liaison (Portland, OR) December 2008 – April 2009
- International Quality & Productivity Center – Conference Director (Little Falls, NJ) 2000 – 2001
- New Jersey Nets, National Basketball Association – Sales Associate, Intern (East Rutherford, NJ) Summer 1997 & 1999
- The Wimbledon Lawn Tennis Museum – Commercial Marketing Associate (London, England) Summer 1999

EDUCATION

- Boston University College of Communication (Boston, MA) – MS, Mass Communication: Marketing Track 1998 – 1999
- The College of New Jersey (Ewing, NJ) – BA, Communications (Major), Marketing (Minor), Phi Kappa Psi 1994 – 1998

PERSONAL

- Personal Small Business Owner – Olio Communications (integrated brand and public relations agency), rightonpdx, LLC (“PDX pop art for the people.”) and DIFdesignPDX, LLC (fine and pop art designs)
- Internet Startup, Company Brand Officer & Designer – Creative Community Designs, LLC and MyPhresh, Inc. (internet fashion social networking site; founded on creativity, uniqueness and imagination, launch slated September 2009)
- Volunteer – Little League (Gresham, OR) and 2007 Major League Baseball DHL All-Star FanFest® (San Francisco, CA)