Jennifer Tiger

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# AREAS OF EXPERTISE

* Product Management • New Product Development • Team Leadership
* Sales Execution • Engineering Management • Marketing
* Strategic Planning • New Market Development • Product Ideation

# PROFESSIONAL EXPERIENCE

**Petfo Corporation**, Knoxville TN 4/2018–6/2022

*Strategic Business Unit Director*

* Accountable for driving profitable growth in $34M Pet Door Strategic Business Unit (SBU)
* Managed and achieved performance objectives for revenue, profit growth, product quality standards and new revenue sources
* Directed 11 professionals including mechanical and electrical engineers, market manager and supply chain specialist
* Combined three acquired companies into a single entity
* Managed vendor consolidation from six to two suppliers and SKU rationalization process resulting in a 7 base point increase in gross profit margin percentage

# ACCOMPLISHMENTS

* + Revenue increase of 36%, from $25M to $34M in three years
  + Pioneered new TECH radio frequency product application which was introduced in two new products and will pro- vide a defensible new product launch platform for years to come
  + Launched four additional new products based on consumer needs analysis resulting in annual revenue impact of $4.5M at a 55% gross margin
  + Established a New Product Concept Asset list with $7.5M of potential new product revenue
  + Developed a Cost Reduction Concept Asset list with the potential of $2.1M annual savings

**Kimberly Clark**, Neenah, WI 2/2015–3/2018

*Marketing Director*

* Directed all marketing and product development opportunities for a $75M disposable paper products line targeted to the health care market
* Led a cross-functional team achieving a gross margin increase of $600K, with no additional capital investment
* Worked with a third-party resource to establish first ever market measurement database

# ACCOMPLISHMENTS

* + First ever new product development program yielding an incremental annual sales increase of $1.5M from Plus Size products and medical kit packs

**Green Giant Foods**, LeSueur, MN 7/2010–2/2015

*Director Sales and Marketing*

* Directed all sales and marketing activities for the start-up Green Giant’s Steamers consumer brand
* Hired four grower partners who licensed the brand from Green Giant and marketed it nationally
* Co-managed Green Giant’s sales team calling on the top 100 U.S. wholesalers and retailers
* Directed an accrual-based marketing budget of $500K. Executed brand packaging, sales collateral, point-of-sales merchandising aids and coupon programs

# ACCOMPLISHMENTS

* + Achieved $50M retail sales in two years

# EDUCATION

**University of Memphis**

MBA, with emphasis in Marketing and Management BBA, with double majors in Marketing and Finance

# TECHNICAL SKILLS & TRAINING

Microsoft Office, SAS, Adobe Premier, Acrobat Pro, and Photoshop, formal training in HTML Dale Carnegie Sales Training

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