

Jennifer Tiger

Jackson, TN

222-222-2222

jjtiger@memphis.edu

AREAS OF EXPERTISE

- Product Management
- Sales Execution
- Strategic Planning
- New Product Development
- Engineering Management
- New Market Development
- Team Leadership
- Marketing
- 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 provide 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