

DOMINIC DEMARIA

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PROFESSIONAL SUMMARY

Marketing, Packaging & Product Development Leader that maximizes profitability and brand equity through innovative products & packaging, emotional brand strategies and data driven consumer insights.

Premium Consumer Goods, CPG, Food, Beverage, Cannabis, Gift and Lifestyle Product Experience:

Over 15 years of experience with direct to consumer, e-commerce, retail, wholesale, subscription and B2B channels.

Product & Packaging Innovation:

- Packaging Development & Engineering
- Packaging Structure & Materials
- Line Extensions, New Categories & Platforms
- Trend, Market & Competitor Analysis
- New Product Pipeline Development
- Assortment Strategies & Optimization

Marketing, Brand & Insights:

- Brand Strategies & Architecture
- Brand Positioning
- Digital Brand, Social & PR Campaigns
- Consumer Insights & Segmentation
- Brand Expression, Identity & Voice
- Creative Art Direction

Leadership & Management Style:

- Managing Organizations (Up to 30 People)
- Open, Collaborative & Transparent
- Cross-Functional & Team Focused Approach
- Customer Centric

PROFESSIONAL EXPERIENCE

DEMARIA CONSULTING

2013 - present

Independent Consultant

Provide data driven emotional brand strategies, innovative products and compelling packaging to large companies, start-ups and agencies. Skillfully collaborating and integrating into organizations, engaging in long-term assignments and one-time programs.

Acting Director- Product and Packaging Innovation: Shamrock Farms

- **Designed and launched new PET packaging and branding for market-leading functional beverage** increasing sales units over 23%, doubling brand growth and gaining over 100 million impressions.
- **Filled 3-year new product pipeline through qualitative and quantitative customer research** to allow innovative beverage products to be launched in cadence with retail sell-in and shelf-set timing.
- **Rebranded and repositioned core product line to achieve a master brand platform** converting 150+ sku's with new brand positioning, graphics and packaging.

Acting Director- Brand Development: Excelligence Learning Corporation

- **Lead the strategy and execution of brand assets transforming a sleeping line of products into a differentiated, positioned and marketable brand.** Including brand positioning strategy, qualitative, quantitative & VOC consumer research, creative expression & voice, new packaging, direct mail catalog, website (wireframe to launch), social media strategy & plan, and trade show strategy & implementation.
- **Provided positioning & strategy** to bring the brand to Amazon, big box retail and subscription platforms.
- **Core product category realized a 6.5% increase in revenue** in the first 3 months of the brand launch and social media engagements increased over 150%.
- **Developed innovative and differentiated packaging** for a start-up cannabis company balancing brand and consumer experience with highly regulated and compliance driven constraints.
- **Developed merchandising strategies, product categories and brand position strategy** for a home décor/life style direct marketing brand to broaden customer appeal and increase value proposition.
- **Established business model and brand position strategies** for multi million-dollar development and acquisition strategy for a large investment firm's entry into the food, beverage and wine market.

PROFESSIONAL EXPERIENCE (CONTINUED)

TELEFLORA - THE WONDERFUL COMPANY

2013 - 2015

Vice President, Consumer Marketing and Product Development

Manage \$10+ million operating budget, 4 direct reports and cross-functional Product Development Team of 20 people. Lead all efforts in the strategy, development and execution of clearly defined brand, marketing, communication and innovative product development programs.

- **Developed/executed a seasonal marketing campaign** that generated 500 million impressions and increased orders by 2%. Digital YouTube promoted video went viral, generated 20 million views and won industry awards including Google/YouTube Ads Leaderboard and 2015 Stevie for Best Viral Video.
- **Developed/launched innovative products** based on consumer segmentation studies that strengthened product assortment, offered improved value and increased margin. Partnered with iconic brands to launch licensed products with category exclusivity increasing sales by 6% and market penetration by 12%.
- **Repositioned the brand strategy to bring out the value proposition** and consumer benefit setting Teleflora apart from competition. Refreshed the brand identity and voice to visually and verbally articulate the brand positioning.

HARRY & DAVID

1997- 2013

Vice President, Merchandising, Product Development & Innovation (2011 - 2013)

Managed operating budget of \$2.5 million. Directed team of 6 reports and extended team of 21 people. Led Product Development, Assortment Strategies and Optimization for all brands, products and platforms.

- **Contributed to moving the company out of a 7-year sales decline.** Sales increased 6.3% and margins by 1.7% resulting in increased gross profits of 7.5% over previous year, grew the customer file by 11%.
- **Implemented brand strategy and vision across all product categories** ensuring products were brand right, targeted for key customer segments and relevant in the market to support financial revenue goals.
- **Identified/implemented innovative growth opportunities;** launched new product categories, platforms and line extensions while providing an easier shopping experience to improve margins, profitability and customer satisfaction. Supported 27 catalog drops, 3 high-traffic websites, email and social network campaigns, 56 retail stores and wholesale/B2B channel.
- **Launched innovative wine platform** introducing nine wine varieties under a Harry & David label in six months. Resulted in significantly increased margins and increased wine sales by 25% over previous year.
- **Developed and introduced a line of iconic signature products** with new packaging structures and surface designs that enhanced the brand look-and-feel and increased brand awareness and loyalty.

Vice President, Brand Creative Director (2009 - 2011)

Handled operating budget of \$6 million. Directed team of 5 reports and extended team of 30 people. Managed Brand Strategy, Positioning and Visual Identity, and Product Development. Provided creative direction to ensure work was compelling, cohesive, customer-focused and aligned with business objectives.

- **Efforts increased orders 10%,** increased new customers 12%, and increased web traffic by 30%.
- **Developed and launched new brand identity** to recapture the power of the Harry & David brand, targeting key customer segments and highlighting the brands tradition and heritage.
- **Enhanced catalog layouts, photographic style, and voice** across all marketing vehicles to create a consistent and unified brand message.
- **Developed and implemented fresh, relevant surface designs and packaging structures** to enhance the customer experience, adding perceived value and provide a compelling point of difference.
- **US Patent No. 12/889,317** - Gift Box with Individually Rotatable Compartments; granted, 2010.
- **North American Packaging Association - 2009 Awards:** Best of Show, Moose Munch Retail Packaging.

PROFESSIONAL EXPERIENCE (CONTINUED)HARRY & DAVID**Creative Director, Product Development and Innovation (2001 - 2009)**

Managed operating budget of \$2.5 million. Directed team of 4 reports and extended team of 15 people. Oversaw form, function and aesthetics of products and packaging. Facilitated cross-functional innovation and product development; ideation, sourcing, quality control, launch and product life cycle management.

- **Created Product Development, Design & Innovation Department** supporting Harry & David brands, products and platforms. Set up operating budgets, hired personnel, developed timelines, processes and procedures and implemented integration of department into existing cross-functional operations.
- **Launched in-house art & design staff; saved \$500K annually** in outside resource and royalty fees.
- **Implemented patented packaging system saving over \$1.2 million** in labor, material and shipping cost.
- **Launched the Harry & David Wholesale Division** through the development of brand strategies and product lines. Worked with Costco, Target, Barnes & Noble, Walgreens and Macy's to influence and develop account-specific products and grow sales. Wholesale business grew to \$40 million in sales in 2 years.

Senior Designer, Product Development & Design (2000 - 2001)**Senior Engineer, Packaging Design (1997 - 2000)**KRAFT FOODS

1990 - 1997

Senior Packaging Research Engineer**EDUCATION**ROCHESTER INSTITUTE OF TECHNOLOGY**Bachelor of Science - School of Packaging Design & Engineering**