

CURRICULUM VITAE

- *BUSINESS STRATEGIST, BRAND DEVELOPER, INNOVATOR, PASSIONATE CONSUMER EXPERT AND TEAM LEADER.*
- *DEVELOPS BRANDS, INNOVATION & PORTFOLIO STRATEGIES, PREDICTS CONSUMER BEHAVIOR AND RECOMMENDS EXECUTIVE DECISIONS*
- *BUILDS HIGH PERFORMING TEAMS, PARTNERS WITH TOP MANAGEMENT OF GLOBAL FORTUNE 500 COMPANIES.*
- *HANDS ON EXPERIENCE IN CONFECTIONERY, COOKIES, SPREADS, FRESHMINT, SNACKING, BEVERAGES, AIR CARE, DISHWASHING, FABRIC CARE CATEGORIES*

Kinder • Nutella • Ferrero Rocher • Tic Tac • M&M's • Butterfinger • Air Wick • Finish • V8 • Snuggle • Wisk • all

BUSINESS AND LEADERSHIP EXPERIENCE

BRAND BUILDING •

Created a consumer centric strategy for Kinder Master brand (Kinder Joy, Kinder Bueno), Nutella, Tic Tac, Ferrero Rocher in North America to shape brand equity, positioning and communication that led to the growth of the fastest growing confectionary company in the U.S. and Canada in the past 5 years

Shaped M&M's base business, innovation, trade and financial strategies by infusing custom and syndicated market research, marketing mix modeling, forecasting and competitive intelligence insights in the cross-functional M&M Brand Management Team

Led research Finish Dishwashing Detergent and Air Wick that resulted in development of global Brand Keys and advertising campaigns

Created Snuggle Fabric Softener's, Wisk and "all" global and regional brand development strategy by providing consumer insights to resolve complex marketing issues such as development of new products, articulation of global brand keys, transition of brand icons, product line repositioning and creation fragrance strategies

INNOVATION DEVELOPMENT •

Shaped and implemented consumer centric approach for the rollout of Kinder master brand (Kinder Joy and Kinder Bueno) in the U.S. Kinder Joy has been rewarded "Pacesetter Reward" by IRI as the most successful new product launch in food and beverage category in 2018 and Kinder Bueno won "2001 Breakthrough Innovation in North America" award by Nielsen IQ

Led global multifunctional team to re-define the Air Care category, developed Reckitt Benckiser's Air Care innovation vision, strategy and new product pipeline for Air Wick and Lysol brands to be launched from 2014 through 2020

Implemented V8 Brand's Fuzzy Front End innovation process to develop five Growth Opportunity Platforms, identify need stated, articulate three consumer segment targets, uncover insights into vegetable nutrition and healthy beverages that resulted in creation of new product pipeline

Created & executed consumer understanding plan for the creation and launch of Pace Specialty Salsas, Snuggle Exhilaration, Snuggle Sunkissed Breeze and Snuggle Spring Blush line of products

PORTFOLIO STRATEGY & INVESTMENT •

Built masterbrand architecture for Nutella, Kinder, Butterfinger, Crunch to organize the portfolio, advise on the role of its different parts, maximize total portfolio investment and inform retail strategy

Guided Mars Chocolates 5 year strategy and contingency investment planning for Mars Chocolate North America portfolio (M&M, Snickers, Twix, Dove, 3 Musketeers and Milky Way) by conducting future state marketing mix modeling and providing integrated consumer and market data

Speak about corporate portfolio strategy, roles of brands and innovation and brand architecture at international business conferences

CONSUMER AND MARKET RESEARCH •

Develop and executed global, regional custom and syndicated market research studies such as Attitude and Usage Segmentations, Need States, Habits and Practices, Copy testing, Packaging research, Conjoint analysis, Brand Equity tracking, Simulated market tests, Neuromarketing, Market Structures, Marketing Mix Modeling, Price Elasticity, Brand/Channel Shifting, Purchase Decision Trees, Trial and Repeat, Source of Volume analysis

LEADERSHIP •

Created a vision for a newly formed Mars' Portfolio strategy team, defined its roles and responsibilities, scope of work and relationships with Mars organization

Led and coached high performing research teams of Fortune 500 companies in managing consumer insight, storytelling, designing, implementing and communicating research results and influencing business strategies

MARKET RESULTS •

- ❖ Ferrero net sales growth from \$600M to \$2.1 billion (+350%) in the last 5 years
- ❖ Launch Kinder Joy \$260M net sales and Kinder Bueno \$160M net sales
- ❖ Nutella net sales growth from \$330M to \$460M (40%) in the last 5 years
- ❖ Tic Tac dollar net sales growth of 26.5% in the last 52 weeks
- ❖ AirWick market share increase by 2.7%, dollar sales by 4.5%
- ❖ Finish Dishwashing Detergent market share increase by 3.6%
- ❖ Launch V8 VFusion \$92M net sales Y1
- ❖ Launch Snuggle Exhilarations \$42M net sales Y1
- ❖ 5 year Mars portfolio strategy and contingency investment plans
- ❖ Air Care Reckitt Benckiser's innovation vision, strategy and new product pipeline

COMPANIES & POSITIONS •

Company: Ferrero, North America

Positions: Director of Consumer Insights; Kinder Joy, Kinder Bueno, Butterfinger, Crunch, Nutella, Tic Tac (2021 – present)
Associate Director of Consumer Insights; Kinder Joy, Nutella, Ferrero Rocher (2016 – 2020)

Company: Mars Chocolates, North America

Positions: Sr. Strategy and Insight Manager, M&M Brand Management Team (2013–2015)
Sr. Strategy and Insight Manager, Portfolio Strategy (2012-2013)

Company: Reckitt Benckiser, North America

Position: Global and Regional Market Research Manager; Air Wick, Finish (2009-2012)

Company: Campbell's Soup Company

Position: Consumer Insight Manager; Pace Salsa, V8 Juice (2006-2009)

Company: Associate Consumer Insight Manager; Wisk, Snuggle, "all" (2004-2006)

Consumer Insight Analyst, Laundry Innovation (2001-2003)

EDUCATION •

Degree: Master of Business Administration (MBA)

Major: Marketing

School: Peter J. Tobin School of Business, St. John's University, New York, United States

Degree: Bachelor of Science in Economics

Major: Marketing

School: School of Economics, University of Belgrade, Belgrade, Serbia

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