



## Executive and Fractional Positions

*Chief Marketing Officer*  
Dekra-Lite Industries

*Chief Marketing Officer*  
Primer Systems

*Chief Marketing Officer*  
PATH2HappiSuccess

*VP, Marketing & Sales Strategies*  
Strategic Market Intelligence

*Strategic Advisor and acting CSO/CMO*  
National Merchants Association

*Chief Marketing Officer*  
Board-Trac

*EVP, Marketing and Client Service*  
Open Minds/RPA

*Strategic Advisor and acting VP Marketing*  
Colorbus

*SVP, Marketing and Client Service*  
Jansen Associates

# Angelo Ponzi

Fractional CMO

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## Specialties

- B2B and B2C Marketing
- Branding, Messaging & Positioning Strategy
- Digital, Web and Social Media Strategy
- Qualitative, Quantitative Market Research; Predictive Analytics
- Demand and Lead Generation Strategies and Implementation
- Competitive and Business Intelligence
- Buyer Personas and Customer Journey Mapping
- Integrated Marketing; Product Launch, Re-positioning and Pricing
- Direct and Indirect Sales and Multi-Channel Management

## Where Angelo Can Help Your Business

- Developing and Implementing Strategic Marketing and Brand Plans
- Creating or Enhancing Brand Architecture, Archetype, Positioning, Messaging, Values and Competitive Strategies
- Establishing Marketing and Sales Growth Strategies
- Developing Actionable Insights to Drive Strategic Business Decisions
- Developing and Executing Traditional Print, Broadcast, DM, Outdoor, POS, and PR Campaigns
- Creating, Deploying and Optimizing Digital and Web Strategies
- Launching New Products and Driving Market Adoption

## Sample Success Stories

- Repositioned Simple Green from an automotive degreaser to an all-purpose cleaner, increasing product sales by 40% in the first five months resulting in distribution expanding from 26 to 60 markets.
- Acting as VP, Marketing, developed marketing strategies for a \$56 million technology company that captured \$14 million in new business in just 18 months.
- Initiated and managed a traditional and digital marketing and brand ambassador program for a \$500 million ice cream chain, Cold Stone Creamery that helped participating stores gain a 27% increase in average unit volume sales.
- Reversed perceptions of Kendall-Jackson Vintner's Reserve resulting in purchase increases of 200% in first 3 months; after two years, among those who drank K-J, purchases were up 33.3% and 88.1% among those aware but never tried, said they were planning to purchase.

# Bio

## Background

Angelo has over 25+ years of business experience in sales, marketing, branding, strategic planning and market. His senior level expertise includes developing and directing comprehensive market/product plans, branding and communications plans and strategic business planning for a variety of business-to-business, financial, consumer, medical, package goods, general retail, restaurants and high-tech clients.

He has led both small and large teams at global, national, regional and start-up companies, as well as worked with products in all stages of their lifecycle, from inception to implementation. Previous positions have been on both the client and advertising agency sides of the business giving him a unique understanding of his client's business operations, sales, marketing and communications needs.

## Overview

Angelo believes that you cannot truly understand the issues or evaluate the challenges for a brand unless you have a firm grasp on the dynamics of the market in which it competes and the needs of their customer. Knowing how customers/prospects interact or why they don't interact with a brand provides the basis for selecting the most efficient and effective solution.

Throughout his career, either through the marketing agencies he's owned or worked for, senior level client-side positions he's held or his time as a consultant, Angelo's focus has been to provide strategic direction through the implementation and delivery of insights to define a brand's positioning, as well as to identify revenue opportunities and the executions to help them reach their business objectives. These revenues could be from new markets or channels, new products, gaps in competitive

offerings or shifts in consumer/buyer behavior that can have an impact on business.

He has extensive, practical, hands-on experience in marketing, advertising, research, sales and overall business growth strategies. Has worked in a multitude of industry segments and brand categories including B2C -food/beverage, restaurant, action sports, packaged goods, financial, healthcare, retail, as well as B2B – technology and industrial/manufacturing to name a few.

He has worked with brands like SBC Global (now AT&T), Ericsson, Kendall-Jackson, La Crema, Simple Green, Seagram's Vodka, Ketel One Vodka, Cold Stone Creamery, Vistage International, Purina, Exxon Mobil, Western Digital and JP Morgan Chase, as well as small and mid-sized corporations you've never heard of.

Angelo has led both small and large teams for global, national, regional and start-up companies with very large to small budgets and has worked with products in all stages of their lifecycle, including helping to conceive and market them. His focus has always been on revenue driving opportunities with minimal risk with maximum return.

*Past Board Memberships: President, Business Marketing Association; President, Orange County Advertising Federation, Board Member, OC American Marketing Association; Member, Marketing Research Association; Member, Advertising Research Foundation; Member, Strategic and Competitive Intelligence Professionals (SCIP).*

*Current Memberships: OC Business Marketing Association (OCBMA); Sales Leadership Alliance (SLA); Business Marketing Association (BMA); Executive Next Practices (ENP)*