



## ROSA ZEEGERS

Throughout her 30 years' corporate career, Rosa Zeegers has successfully led global Fortune 500 brands and businesses in various industries, ranging from *Consumer Goods*, (Unilever), to *Travel & Hospitality*, (KLM Royal Dutch Airlines), *Toys & Entertainment* (Mattel), *Retail* (Justice) and *Publishing, Events & Entertainment* (National Geographic), to new growth levels.

She is described as a **Transformational Global Business Executive**, managing substantial P&Ls with proven success, developing and implementing brand and business strategies that have consistently led to double digits growth and profitability; as a **Start-up & Growth Architect**, who identifies and capitalizes on opportunities that maximize business potential, while creating strategic alliances along the way, as a **Marketing & Brand Strategist** with a proven track record of innovative and successful brand (extension) launches, and as a **Change Agent** with the ability to quickly assess organizational needs and devise solutions that result in greater effectiveness and productivity gains. She is highly regarded as a **Charismatic Leader** who attracts and cultivates high-performing leaders and teams that consistently drive business objectives across multiple continents and markets. She has lived and/or worked in many continents and is **fluent in five languages**.

In 2021, Rosa joined [Newport LLC](#) as a partner. Newport is a national business advisory firm that offers experience-based, client-centric solutions that help CEOs and owners of middle market companies grow, de-risk, and realize their company's value.. They do this by serving as CEO advisors, fractional C-Suite executives, and board directors.

In 2015, Zeegers founded and is the CEO of [BrandFolia LLC](#), a brand strategy consulting company. It serves public, global, fortune 500 companies, as well as start ups, non profits and governments in entertainment, financial services, high tech and the travel & hospitality industry, in many continents around the world.

Additionally, she serves/served as a Director on the Boards of: the [Qiddiya Investment Company](#), (a Saudi Sports, Arts and Entertainment Company, part of The Crown Prince of Saudi Arabia's "Vision 2030"); [EZCORP](#), (a publicly traded Financial Services Company); [EdgeSoft Inc.](#), (a privately held citygovernment software company start-up); [OP2LABS](#), (a nutritional supplements manufacturer), and she is the chairman of the Board of Directors of the [AHA Foundation](#), a human rights organization, founded by Ayaan Hirsi Ali.

In her last corporate role as [Executive Vice President Global Consumer Products for National Geographic Partners](#) Zeegers led all Consumer Products businesses for National Geographic: *Global Books Publishing, International Magazines, Ecommerce, Live Events, Kids Business, Consumer Products Licensing, and Location Based Entertainment*. She was responsible for global Revenue of \$200 Million, Profit of \$30 Million, and led a team of 200 people in 40 countries, with 8 direct reports. In this role, she developed NatGeo's global brand extension strategy which has led to a sales growth of 40% and profit growth of 100% in year 1. This success was driven by the launch of a global Consumer Products Licensing business, the successful opening of Location Based Entertainment initiatives around the world, the global launch of the first ever NatGeo Kids Franchise: 'Explorer Academy' and the turnaround of NatGeo's Ecommerce and Live Events businesses.

Before National Geographic, Zeegers worked 2 years as a [CMO for Justice](#), The world's largest Tween girls Fashion retailer and for 14 years at [Mattel Inc.](#), the world's #1 Toy Company, in various Marketing and Licensing Roles. As Mattel's [SVP of Global Licensing, Marketing and Entertainment](#), she led the launch of iconic brands like Fisher Price, Hot Wheels, Barbie, My Scene, Masters of the Universe and Monster High in Consumer Products, she developed Mattel's global Entertainment, Marketing and Licensing strategies, opened up new markets and categories worldwide and doubled the Consumer Products business in 3 years (from \$1,5B to \$3B retail sales) as a result.

Prior to Mattel, Rosa was [VP of Global Brand Management for KLM Royal Dutch Airlines](#), where for 8 years she directed all consumer touch points, including marketing, CRM and the inflight and ground experiences. Based in Amsterdam, The Netherlands, and working across the world, she re-defined the KLM brand and hospitality strategy, and launched a new flight class concept – Economy Plus – which was a first in the Airline industry. It still operates today and is followed by all major airlines.

Rosa first began her robust marketing career at [Unilever PLC](#), working in various [sales and marketing positions](#), managing Europe's biggest Detergent and Ice Cream Brands, launching several new brands and categories and growing the business significantly as a result.

Rosa is a [regular, sought after guest speaker](#) at various universities, events, and conferences across the country, speaking about: "*Doing Business in Different Cultures*", "*Saudi Arabia, a Kingdom in Transition*", and "*How to Accelerate and Realize the Value of your Business*".