



BOARD CHAIRMAN | BOARD DIRECTOR | CEO ADVISOR

- **Forward-thinking, versatile Board Director and CEO advisor** who works in partnership across diverse teams to grow value/business globally. Skilled at navigating today's more than ever changing landscape, effectively meeting the more demanding consumer needs. Identifies unchecked opportunities and creates/executes strategies, based on solid consumer insights, that transform and/or grow a business' value through both acquisitive and organic growth.
- **Merges a senior leadership, global brand marketing, M&A, and business development background** across a diverse portfolio of market leading and iconic brands National Geographic, Mattel, KLM Royal Dutch Airlines, and Unilever, developing and implementing brand driven growth strategies. (f.e.: launched the 1st ever 'Economy+' class, for KLM).
- **Serve(d) on 6 Boards** of both for-profit and nonprofit entities that include EZCORP – publicly traded, second biggest global pawn store entity (Austin, TX); QIDDIYA Investment Co. – Sports, Culture, and Entertainment Park (Riyadh, KSA); OP2LABS – health nutrition manufacturer; Chairman of AHA Foundation – Nonprofit for Women's Rights (Washington, DC); Full Story Foundation – Nonprofit for Journalists (Washington, DC) and Ukleja Center for Ethical Leadership (Nonprofit for Education of CSULB).
- **Versatile marketing/brand strategist** with a record of innovative and successful brand launches across a wider variety of industries. Identifies and capitalizes on opportunities that maximize company potential.
- **Grew Mattel's Consumer Products Group from a one-brand entity into an eight-brand, 50 categories, \$2.8B (retail sales) business**, launching seven highly successful brand extensions into a new licensing program that doubled Mattel Global Consumer Products Licensing Business and added compound sales growth of 40% annually.
- **Redesigned, relaunched and extended global brands worldwide**, (KLM, Barbie™, and National Geographic). Opened new channels and markets, turning Kids and Corporate brands into lifestyle brands. Relaunched digital programs and ecommerce businesses and increased revenues and profits by double digits.
- **Turned around businesses at National Geographic** from loss to profitability by implementing live events, ecommerce, focused media, and international partnerships.
- **A true global growth leader with extensive multicultural operational experience** with the distinction of having built markets and brands on every continent worldwide. Fluent in five languages. Builds, guides, and cultivates high-performing teams that consistently exceed business objectives across multiple and diverse markets.
- **Key player in four M&As** ranging from KLM/Alitalia to National Geographic/Fox, leading and navigating teams and businesses towards greater results.

Core Competencies that Optimize Results

- Strategic Analysis | Planning | Execution
- Business Turnaround | Operational Transformation
- Business Scaling within Budget Constraints
- Business Development | New Market Penetration
- Consumer Experience Management
- Remote and Hybrid Work Environments
- Global Marketing and Brand Management
- Global Licensing and Retail Programs
- Cross-cultural and Multicultural Team Leadership
- Board Reporting

Career Overview

NEWPORT LLC

2021-present

PARTNER

Newport is a national business advisory firm that offers experience-based, client-centric solutions which help CEOs and owners of middle market companies grow, de-risk, and realize their company's value. Clients include Decision HR, Legacy Health Strategies LLC, The Very Creative Firm, Ladybug LLC, and The Nordic Choice Hotel Group.

BRANDFOLIA, LLC, Studio City, CA

2015 – Present

FOUNDER AND CEO

As founder of this global brand driven growth strategy consulting company, provide brand and growth strategy development across the entire value chain from consumer insights to product/services launch for companies worldwide. Provide advisory services around creating organizational infrastructure and serve as a thought leader in operating business in diverse cultures.

Representative client engagements include:

- **EdgeSoft** (a high-tech startup within an existing high-tech company) – Developed brand and go-to-market strategy for a new search tool for city governments. Led team that managed product development and sales planning. (2019 – 2020)

- **Saudi Ministry of Tourism and Boston Consulting Group** – Worked directly with Saudi's Minister of Tourism. Developed Brand Strategy for Qiddiya (entertainment, culture, and sports park company under Crown Prince Mohammed bin Salman's 'Vision 2030').
- **The AHA Foundation** (Nonprofit, Women's Rights Advocacy) – Developed the "One Brand, One Voice" strategy that turned around organization from a loss-making operation to a thriving nonprofit with a multimillion-dollar budget and impact worldwide. (2016)

NATIONAL GEOGRAPHIC PARTNERS, Washington, DC

2016 – 2018

EXECUTIVE VICE PRESIDENT CONSUMER PRODUCTS AND EXPERIENCES

Brought in by CEO of 21st Century Fox to revitalize, grow, and lead all consumer products businesses (*Global Books Publishing, International Magazines, Ecommerce, Live Events, Kids, Consumer Products Licensing, Location Based Entertainment and Maps*). Managed global revenue of \$200M; \$30M in profits. Oversaw 200 people across 40 countries. NGP was sold to Disney Corporation in 2017.

TWEENBRANDS, New Albany, OH

2015

CHIEF MARKETING OFFICER

Brought in by CEO to re-launch the Justice brand and prepare for international expansion.

MATTEL, El Segundo, CA

2001 – 2014

SENIOR VICE PRESIDENT GLOBAL BUSINESS DEVELOPMENT | DIRECTOR OF MARKETING (EUROPE)

Led team of 200, operating in 150 countries. Doubled the global consumer products business from \$1.5B to \$2.8B in three years. Developed and launched Mattel's global entertainment strategy. Oversaw Barbie™ 50th anniversary celebrations in all international markets. Grew Barbie's sales 11% after eight years of decline.

KLM ROYAL DUTCH AIRLINES, Amsterdam, The Netherlands

1995 – 2001

VICE PRESIDENT MARKETING, KLM | DIRECTOR OF BRAND MANAGEMENT

Oversaw brand and loyalty management, marcom, in-flight entertainment, marketing services, and market research. Served on KLM Leadership Team. Led team of 80. Introduced 'Economy Plus' (still flying today) as the first in the airline industry.

UNILEVER PLC, Rotterdam, The Netherlands

1990 – 1995

MARKETING AND SALES – POSITIONS OF PROGRESSIVE RESPONSIBILITY AND ACHIEVEMENT

Launched detergent and personal care brands in the Dutch market. Grew sales and profits by 50% in two years. Launched Magnum Ice cream. Introduced Category Management at retail for Unilever worldwide and at Ahold in The Netherlands.

Education and Certifications

MA, Marketing, Dutch Institute of Marketing

MA, German Literature, Free University Amsterdam

Certified Independent Board Director, Harvard University

Certified Interpreter/Translator, Dutch and German

International People Management, INSEAD, Fontainebleau, France (Harvard University subsidiary in Europe)

Board Leadership

Board Member | Independent Director, **EZCORP** (pawn stores and financial services)

Advisory Board Member, **Qiddiya Investment Co**, part of 'Vision 2030' by **HRH the Crown Prince of Saudi Arabia**

Board member, **OP2LABS**, (protein product manufacturer)

Board Member, **Ukleja Center for Ethical Leadership** at CSU Long Beach, Business Administration Faculty

Board Member of **The Full Story Foundation**, a nonprofit educational organization

Chairman of the Board of Directors of **The AHA Foundation**, a nonprofit for the defense of Women's Rights

Award-winning Career

Awarded with **License Global's 19 First Annual Influentials, 2018**.

Awarded with the Licensing Industry's most prestigious **2018 Global LIMA Licensing Award**.

Awarded with the **2014 Most Powerful and Influential Women Award** by the **US National Diversity Council**.

Sought after **keynote speaker** at various universities, corporate organizations, and events.