**donna g. scott** 203.243.0583 • **donna.greco.scott@gmail.com**• **linkedin.com/in/donna-greco-scott**

 

**CAREER SUMMARY**

My career experience is unique in that it spans the breadth of the product development lifecycle from licensor, licensee, manufacturer, agency, and brand owner/client to retailer. I am a highly creative, results driven, Licensing, Marketing and Demand Procurement Professional with extensive experience in the CPG industry. I am proficient at managing clients, agencies and vendors for productivity, output and budget optimization. I have a proven record of executing highly impactful retail product lines, trade visibility, and point of sale programming for leading brands, manufacturers, and agencies. I am adept at developing category strategies, process improvements, contract negotiations, managing risk and delivering financial savings/objectives.

 

**AREAS OF EXPERTISE**

Licensing & Merchandising • Brand Marketing • Category Strategy Development • Client/Vendor Management

• Strategic Sourcing • Product Development Oversite • Project Management • Merchandising Solutions

• Contract Negotiations • Financial Delivery • End to End – Value Chain Assessment • Process Improvement

**PROFESSIONAL EXPERIENCE:**

**HEINEKEN, USA,** White Plains, NY  **October 2017- May 2019**

Marketing Materials Manager, PMO, Brand Marketing January 2019 – May 2019

Marketing Materials Manager, Marketing Services, Commercial Marketing October 2017–December 2018

Led a team of Merchandising Managers in the development and delivery of innovative promotional strategies for Heineken’s Commercial Sales Organization. Key liaison between brand and commercial marketing to develop impactful and relevant merchandise that was ‘on brand strategy’. Managed network of vendor partners for the procurement of POS, In-store Displays, Premiums and Sampling materials. Worked collaboratively with Procurement and Finance Partners on financial reporting, inventory position, and KPI/SLA tracking. Core contributor to e-comm platform development.

**Achievements:**

* Successfully managed a $25M annual Marketing Materials Budget
* Restructured an inefficient and obsolete value chain to drive innovation, improvement and speed to market
* Derived relevant insights from analytics to develop stories and actionable opportunities that increased revenue and engaged distributors, to drive participation and deliver consumer traffic
* Drove business model conversion within the value chain, driving $600K back to the business and resulting in a 20% cost reduction, per SKU
* Increased POS sales by 25% via Inventory benchmarking, forecasting, SKU rationalization, and ROI analyzation
* Reduced obsolete inventory position by ~$2.5M to mitigate additional risk to the P & L
* Reduced ongoing catalogue SKU count by 30% through consolidation, obsoletion, and movement to alternate order opportunities, reducing inventory risk and streamlining brand messaging
* Developed ordering functionality, selected merchandise, managed inventory, and oversaw order fulfillment for Heineken’s first e-comm website, the compliant solution for on-premise accounts to order POS in select markets

**MARKETING CONSULTANT,** Fairfield, CT **2015 – 2017**

Consultant for small businesses providing customized, go-to-market, strategic plans. Delivered services to maximize profit, mitigate risk, reduce overhead, streamline the workflow process and increase visibility through the creation of targeting, direct to consumer, and marketing campaigns.

**DIAGEO, N.A.: Marketing Procurement Manager, Category Expert,** Norwalk, CT, NYC. **2008 - 2015** Digital and Media Agencies 2013 – 2015 Advertising Agencies and Ad Production 2011 ­– 2013 Promotional Marketing and Experiential/Sampling Agencies 2008 – 2011

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**Diageo, N.A., Marketing Procurement Manager, Category Expert continued:**

Managed multi-million-dollar marketing budgets, across Advertising, Promotional, Experiential, Digital and Ad Production agencies for Diageo’s 27 core brands to evolve Procurement’s value proposition and maximize brand spend. Owned the day-to-day agency/supplier relationships, developed and drove category strategies, conducted RFP’s, led vendor/agency selection process, and negotiated contract terms. Built and maintained trusted relationships with key stakeholders and external partners. Ran quarterly business reviews, mitigated risk through robust SFRM plans, managed preferred supplier roster, and influenced new areas of spend. Upheld risk and governance to protect company reputation and ensure ethical business practices. Champion of Smart Library, Diageo’s creative repository.

**Achievements:**

* Reported double-digit millions in cost savings, cost avoids and value adds across a ~$1B marketing P & L
* Drove $20M back to the business as the result of supplier contract (re)negotiations
* Led an in-depth Experiential category analysis, on $125M in spend, to identify the specific mix of experiences and activities that maximized ROI & increased consumer engagement
* Piloted several agency compensatory models to drive $35M savings in spend
* Captured $3.6M in spend reduction across the Promotional and Experiential agency value chain by eliminating duplicate FTEs and scopes of work
* Freed up working capital, on $125M Experiential agency spend through supplier financing

**RYAN PARTNERSHIP: Merchandising Manager, HEINEKEN, USA, Account Team,** Wilton, CT **2005 – 2008**

Promotional & Experiential Agency Merchandising Lead, on behalf of Heineken, USA. Directed the Merchandising Team responsible for the sourcing and procurement of merchandising materials to support the Sales Organization and Brand Teams. Directed the execution for all aspects of domestic and overseas vendor sourcing, negotiations and product development. Shaped quarterly and ongoing menu assortments to maximize the ROI. Collaborated with client’s Merchandising, Regional, Customer, Channel, Sponsorship and Multi-Cultural Teams to create relevant, targeted, merchandising support materials. Analyzed post programming data to validate ROI and close any gaps.

**Achievements:**

* Supported the hugely successful, $60M US launch of Heineken Premium Light through the development of visibility merchandise and sampling program support materials
* Led agency merchandising efforts for the 5L Draught Keg and Heineken Light Can innovation launches

**LICENSING & MERCHANDISING ROLES**  **1990 – 1998**

* **AAI/FOSTER GRANT; Director of Licensing,** Smithfield, RI: Established a ground up, $130M licensing division with Disney, Warner Bros., CLC, and the NFL. Managed the day-to-day relationship with licensors and retail partners.
* **TURNER HOME ENTERTAINMENT; Director of Creative Services,** NYC: Founding member of THE’s licensing division. Responsible for the global development and distribution of licensed, retail merchandise across leading movie libraries and properties including MGM, Warner Bros, Hanna-Barbera, WCW Wrestling, and Cartoon Network.

**EDUCATION/PROFESSIONAL DEVELOPMENT/PHILANTHROPY:**

Hofstra University, Hempstead, NY: Bachelor of Arts, Psychology

* Lean Six Sigma Green Belt – Certification of Accreditation
* The Jr. League of Eastern Fairfield County: Focus: At risk, youth development and career readiness
* Giant Steps: Volunteer working with children who have autism spectrum learning disorders
* Alpha Epsilon Phi Sorority
* Former LIMA Member