

# David Garrett

Operating Partner - Revenue Growth & Executive Operations;  
Interim Chief Growth Officer, Chief Revenue Officer, Chief Marketing Officer



david.garrett@cxo.partners

## RELEVANT EXPERIENCE

David Garrett has more than 30 years of strategic corporate marketing and sales leadership experience for some of the most revered enterprise companies, food conglomerates, and multi-billion-dollar brands in consumer packaged goods. **David began his career at Procter & Gamble** in Brand Management and Sales, in the Caribbean and Mexico.

He extended his experience at **Frito-Lay, Inc. (PepsiCo Foods International)** as **Vice President of Marketing** in Spain and then the U.S., where he led the \$1B children's snack portfolio with the development of strategic and annual marketing plans, product and packaging innovation, brand globalization, and marketing team development for many of the company's top brands, accelerating growth levels annually and building market share in the U.S. snack food category.

As **Vice President of International Marketing** for the \$1B portfolio of **American Cyanamid/American Home Products** (now Pfizer), David guided business-to-business marketing and sales of agricultural chemicals to the international farm community, at a time of significant competitive pressure.

David also headed marketing, product innovation and consumer relations at **Brach's Confections**, where he helped transform the 100-year-old company by revamping the \$400MM Brach's® candy brand during a significant structural transition, returning the organization to profitability.

Later, at **Mission Foods**, the world's largest tortilla manufacturer, David grew category-leading brands by +11% per year, outpacing industry trends in both the general and Hispanic markets in the U.S.

At **Weston Foods**, he led marketing and grew market share for six business units that included Canada's leading bread products plus brands like President's Choice® baked products, Girl Scouts of America® cookies, Mrs. Fields® cookies, and the largest contract manufacturer of ice cream cones in North America.

David's consulting, advisory, and interim executive work has driven results and accelerated growth for a wide variety of clients including **Johnson & Johnson, Abbott Ophthalmology, Weston Bakery Ltd., Dairy Management Incorporated, U.S. Dairy Export Council, GraceKennedy Ltd.**, a regional supermarket chain, venture capital and private-equity firms, and other clients.

## PERSONAL STATEMENT

My overriding objective is to help organizations reach higher by effectively accessing markets or organizations and developing fresh, innovative, highly successful products and services or processes to optimize workflows. Much of my career has been overseeing and growing revenue levels from \$50MM to \$1.5B, and EBITDA up to \$300MM. I have also been called upon to leverage my international and multicultural market experience, including communicating in Spanish.

Among my core competencies are: Insightful Assessments and Opportunity Identification \* Strategic Planning \* Management Process Design \* Creative Tactical Design and Execution \* Superior Brand Management \* Effective Leadership \* Product Development and Innovation \* Entrepreneurial Focus \* Skilled Budget Management \* Cross-functional Champion \* Superior Communications \* International/Global Leadership

## PRACTICE FOCUS

### STRATEGIC PLANNING & EXECUTION

- Brand Building
- Company Mission & Vision Development
- Company Strategy
- Customer Experience Strategy & Design
- Business Model
- Go-to-Market Strategy
- Product/Market Fit
- Sales Distribution Strategy
- Target Marketing

### GROWTH STRATEGY & EXECUTION

- Growth Strategy Design
- New Market Entry & Expansion
- Product & Services Portfolio Planning
- Product Management
- Product & Services Delivery Strategy

### BUSINESS OPERATIONS & KEY INITIATIVES

- Benchmarking and Measurement
- Performance Standards
- Change Management
- Process Development & Refinement
- Profitability Improvement
- Research & Development Oversight

## SECTOR/VERTICAL FOCUS

### CONSUMER NON-DURABLES (B2C)

- Beverages
- Food Products
- Household Products
- Personal Products/HBA

### HEALTHCARE DEVICES, SERVICES & SUPPLIES (B2B, B2C & B2B2C)

- Device & Supplies Distributors
- Diagnostic Equipment
- Elder & Disabled Care
- Medical Supplies
- Monitoring Equipment
- Surgical Devices

### OTHER

- Agriculture Business Development
- BioFuels
- Retail Grocery
- Work Truck Fabrication

## EDUCATION

### Covenant College

BA in Business Administration