

# KEVIN DONOVAN

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## SENIOR-LEVEL EXECUTIVE

Profit-driven, innovative leader with proven track record of driving growth in sales, profits, market share, productivity, cost savings, and product margins for divisions and business units within Fortune 500 corporations, and a privately held company. Twenty-year career in the consumer products industry characterized by asserting a positive impact in all positions, rapid advancement, and strong Fortune 500 training. Experienced in sales, marketing, and operations, leading domestic and international business teams, and creating a performance-based organizational culture aligned with company goals.

### Demonstrated Strengths

- Strategic Planning
- International Sales & Marketing Management
- Manufacturing / Multi-channel Distribution
- Change Management /Restructuring
- P&L Accountability
- Budgeting / Expense Control
- Team Building & Employee Development
- Business Startups
- Financial Turnarounds
- Growth Strategies

## PROFESSIONAL EXPERIENCE

### **Just Cause Marketing, Inc., Monroe, CT**

**2006 – Present**

A marketing and sales technology consulting firm that provides strategic business solutions for clients within the consumer products industry. JCM helps companies bridge the gap between strategy and execution to sustain a competitive advantage.

#### ***Senior Business Strategy Consultant***

*(2006)*

Manage multiple consulting projects of varying complexity and ensures on-time and on-budget delivery for clients. Contributes to new business development and growing/strengthening current client base. Manages projects both internally and externally in the design, development and delivery of client solutions.

### **Village Candle, Topsham, ME**

**2004 - 2005**

Private company recognized internationally as a leader in the design and manufacturing of premium scented candles that has recently expanded aggressively into the Food, Drug, and Mass (FDM) class of trade.

#### ***President***

*(2004 – 2005)*

Promoted to implement a business strategy to aggressively grow Village Candle's top and bottom lines by double digits in preparation for sale of organization in two- to three-year timeframe. Manage senior leadership team consisting of CFO; VP, Manufacturing; VP, Research & Development; Director, Human Resources; Director, Sales Operations; and VP, Sales.

#### ***Accomplishments:***

- Tripled total company sales from 2003 – 2005.
- \$1.5 million in cost savings generated through implementing controls on spending in manufacturing, distribution, procurement, and sales promotions.
- 200%+ market share increase in food class of trade achieved, and more than 90% increase in drug class of trade, between 2003 and 2005.
- Increased company's EBIDTA from breakeven to 15% within two years.
- Boosted company's product margin from 32% to 40%, representing \$800,000 in additional revenues.
- Realized a 22% increase in top-line sales and opened additional distribution channels by launching four new candle lines to fill category niches (spa line, Hispanic line, patio line, NASCAR line).
- 30% increase in manufacturing capacity produced without investing in additional equipment; reduced SGA by 15% and freight by 18%.
- Directed management by objectives culture, linking performance evaluations and merit increases to goals tied into company's strategic plan.

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## **Vice President, Sales**

(2004)

Recruited to rapidly reverse declining revenues, grow market share, and improve product distribution. Provided strategic direction to the sales organization and internal groups about the FDM trade distribution channels.

### Accomplishments:

- Grew FDM sales by 46% within six months, resulting in financial turnaround to breakeven point. Achieved results by spearheading new “go-to-market” sales and marketing strategy targeting large grocery, drug, and mass-merchandiser accounts possessing customer demographics aligned with the company’s product demographics.
- Impacted bottom line by restructuring sales organization to balance spans of control, concentrate on top 10 customers, and cultivate new accounts. Negotiated three-year contracts with all major customers, which amortized costs over several years.
- Educated internal sales group to emphasize category management / fact-based selling approach in promotional materials and presentations.

## **Henkel / Schwarzkopf & Dep, Rancho Dominguez, CA**

2002 – 2004

\$100 million cosmetic products division with sales in 150 countries worldwide. Company’s primary market is outside of the U.S., but has a growing strategic presence in North America.

### **Sales Director**

Grew and expanded hair styling, oral care, basic bath, and anti-aging skin care line with annual sales of close to \$60 million throughout the U.S. and Puerto Rico. Assumed complete P&L responsibility and led national broker sales force, three Regional Directors, and 35 Brand Development Managers. Directed headquarter strategies, category management initiatives, and trade marketing programs for several brands.

### Accomplishments:

- Increased promotional and distribution support for all accounts by re-engineering broker sales force, and redesigned broker retail support for Wal-Mart, Kmart, and Target.
- Monitored broker effectiveness on headquarter, retail, and category management initiatives through development of performance evaluation system linked to achieving sales targets, and produced a more results-oriented mindset through alignment of commission structure with strategic business goals.
- Enabled more accurate tracking of broker expenses by designing improved promotional-spending system.

## **Pfizer / Warner-Lambert, Morris Plains, NJ**

1986 – 2002

Rapidly promoted through several consumer products administration/sales roles at Warner-Lambert, which merged with Pfizer in 2000, creating Pfizer Inc., the world’s largest research-based pharmaceutical company with products available in more than 150 countries.

### **National Director, Field Sales / Marketing Canada Shaving Products Group (SPG) Milford, CT (1999 – 2002)**

Directed Canadian sales and marketing group, which brought in more than \$40 million in annual revenues and profits exceeding \$9.8 million. Accountable for increasing profits, while decreasing Schick’s cost to serve through training and developing field sales leadership, devising key trade strategies, and category management.

### Accomplishments:

- \$25 million in sales and \$4.2 million in profits achieved for 1999, producing the first profitable year for the Canadian division, which had been unprofitable for more than three years with double-digit sales declines.
- \$35 million in sales and \$6.9 million in profits generated in the Canadian business for 2000.
- Drove two consecutive years of double-digit growth in business from Wal-Mart, Costco, and Shoppers Drug Mart.
- Increased profits by streamlining operations through elimination of duplicate positions and processes.

### **Director, Sales Operations / Trade Marketing – USA (SPG)**

Milford, CT (1997 – 1999)

Accountable for the Shaving Products Group’s \$265 million domestic business, including all trade marketing, promotion planning, and sales automation systems. Directed activity among field sales, marketing, sales planning, sales administration, finance, manufacturing, and logistics staff on issues related to trade promotions, consumer promotions, and customer marketing.

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## Accomplishments:

- \$25 million and \$16 million in sales achieved for Schick's Silk Effects+ and FxDiamond brands, respectively, by developing strategic process for customer marketing activity.
- Developed strategic sales/marketing plans for Wal-Mart, Target, and Kmart.
- Improved budget compliance monitoring by developing and implementing trade promotion funding process.
- Designed succession planning process for high-potential employees, and new post-promotion review process for sales and marketing field staff.

## **Director of Sales, Eastern Zone Shaving Products Group (SPG)**

*Atlanta, GA (1994 – 1997)*

Managed \$100 million in annual FDM sales volume, and oversaw 15 National Account Managers and five broker organizations to meet business objectives (sales, distribution, plan-o-gram, promotion, and profits).

## Accomplishments:

- Delivered double-digit sales growth in top 15 national accounts three years in a row through proactive execution and implementation of strategic national, regional, and account-specific sales/marketing programs to effectively optimize volume and market share in the Eastern Zone.
- Grew market share in the Eastern Zone by four points during three-year tenure, turning around initially eroding market share position by capturing market share from number one competitor.
- Grew razor dollar share to 60% for Food Lion, ShopRite, and Giant Food, and 40% overall in top 12 national accounts.
- Designed and executed strategic account plans for HEB, Ahold, ShopRite, Eckerd, CVS, Albertsons, Winn Dixie, Publix, Kroger, Duane Reade, Target, Food Lion, Hannaford, and Kmart.

## **Previous Roles at Warner-Lambert:**

**Director, Sales Planning & Promotion (PCPD) (CHPG)**

*Morris Plains, NJ (1993)*

**Brand Manager, Lubriderm Skin Care**

*Morris Plains, NJ (1992)*

**Manager, Sales Planning and Promotion (PCPD) (CHPG)**

*Morris Plains, NJ (1991)*

**Assistant Manager, Sales Planning (PCPD)**

*Morris Plains, NJ (1990 – 1991)*

**Division Manager**

*Gaithersburg, MD (1988 – 1990)*

**District Sales Manager**

*Long Island, NY (1987 – 1988)*

## **EDUCATION**

**Geneva College, Beaver Falls, PA**  
***Bachelor of Science, Economics***