

DIRK DRIEBERG M.B.A.

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CAREER PROFILE

Accomplished strategic marketing management professional and team leader who leverages strong interpersonal skills, flexibility and teamwork to achieve business objectives. An energetic individual whose innovative problem-solving skills and leadership consistently delivers results, increased productivity and operational excellence. Recognized for achievements in the following areas:

Strategic Planning	Sales Management
Advertising & PR	Brand Building
New Product Development	Consumer Research
Digital Marketing	Trade/Channel Marketing
Youth Marketing	Licensing/Sponsorship
Marketing to Women	Team Building

PROFESSIONAL EXPERIENCE

ALLEGION CANADA

2015 - 2017

Marketing Manager – Consumer Products (Schlage Brand)

Reported to the General Manager. Spearhead the development and execution of the Canadian Marketing strategy for the Consumer Division to achieve corporate objectives in the retail home improvement industry. Direct report training and development – Manage 3 direct reports.

- Lead the development and implementation of marketing tools for all channels; traditional and digital advertising, commercialization of Canadian launches, pricing/promotion, packaging, channel marketing and market research
- Drove +12% growth in consumption in 2015-2017 through new product introductions and well-articulated marketing strategies; 25% - 30% growth in Electronics category through new product introduction and channel marketing initiatives
- Directed the Canadian launch of 2 innovative electronic products including one compatible with Apple HomeKit
- Developed and implemented a Trade (Channel Marketing) Promotion Management Process which creates marketing and manufacturing alignment, optimizes budgets and trade funds and is synergistic with retail partner calendars
- Initiated a comprehensive Pricing Study to review existing pricing conventions and recommended a new pricing strategy
- Lead the development of a Canadian website which reflects the new brand strategy, aligns with retail packaging and provides a better user experience and mobile capability
- Developed and managed a digital marketing strategy across social, web and mobile platforms which drove 7x higher store finder visits, 92% increase in qualified clicks, 63% increase in store finder conversion and 28% lower CPC
- Enhanced in-store brand experience through implementation of a revised in-store merchandising strategy
- Grew our business with one of the Top 4 key retailers through an innovative in-store merchandising program
- Managed the development of a Monthly Playbook to focus in-store activities by a 3rd party merchandising partner
- Initiated development of Consumer Insights, a) Creative Testing of US advertising to determine impact (enjoyment, branding and involvement) and persuasion with Canadian consumers; b) Brand Study to determine brand awareness, image and preference, buyer behavior, product satisfaction, media preferences, etc. to drive growth
- Implemented a monthly analytics review of retail POS data and effective presentation of business insights
- Work closely with Sales Leadership to develop and implement strategies to grow business with key customers
- Recommended new roles, structure and upgraded competency level of staff through the development of team members
- Responsible for development and implementation of channel marketing and pricing strategies, consumer and trade promotions and sales support for key customers (e.g. Home Depot, Lowe's, Canadian Tire, Rona, Home Hardware, Apple Stores)
- Lone Canadian Member on the Americas Consumer Division Advertising Agency Search Team to identify a Lead Advertising Agency best suited to help us achieve our goals
- Lead Canadian relationship with U.S. Business Teams to exploit potential synergies
- Manage Agency relationships in Canada

Principal

Established a consultancy to provide strategic management and marketing services to corporate, small business and not-for-profit organizations.

- ***Start-up Venture***
 - Presented the Business Plan to a major financial institution to obtain financing for the new business venture
 - Obtained approval for a Small Business Loan representing 75% of the start-up costs
 - Played a pivotal role in the development of a brand identify for a start-up venture
 - Initiated the development of a website and marketing programs for a new business
 - Conceptualized and developed a Pricing Model for a new business venture
 - Recruited and hired instructors for a new business venture
- ***Private Food Company***
 - Led the development of a redesign project
 - Create a compelling brand presence and enhanced their corporate image with both retail and foodservice customers
- ***Sporting Good Products launch into the Canadian market.***
 - Initiated the sourcing of products to launch and distribute a range of sporting good products into the Canadian market.
- ***Catering Business***
 - Led the refocusing of a family owned and managed catering business
 - Developed a new Pricing Model and marketing program to enhance productivity and profitability

MIBRO GROUP**2008 (April – November)****Director of Marketing & Design**

Reporting to the SVP Sales, Marketing & Product Development. Spearhead the development and execution of the Marketing strategy to achieve corporate objectives. Staff training and development – Managed 11 people directly and indirectly.

- Lead the development and implementation of marketing tools for all channels (mass, hardware, big box retailers): channel marketing, new product development, packaging, industrial and graphic design, promotions, point-of sale material
- Participated in the Strategic Planning Process for the company and played an integral role in the development of a revised “Vision” and “Mission” for the company
- Conceptualized an in-store merchandising program which maintained the business with one of the Top 5 customers.
- Coordinate with Sales (account presentations and line reviews) and Product Development (sourcing of product from China) the implementation of PL Programs (75% of the business) with key accounts throughout North America
- Initiated the review of potential licensing partners to support the launch of a new line of licensed products to Best Clients
- Upgraded skill and competency level of staff through the development of team members

BIC CANADA**2002 - 2007****Marketing Manager (Director of Marketing)**

Reported to the VP Sales & Marketing for Canada. Spearhead the development and execution of the Canadian Marketing strategy to achieve corporate objectives for all 3 Business Units (Writing Instruments, Shavers & Lighters). Direct report training and development – Managed 3 Brand Managers.

- Led the development and implementation of marketing tools for all channels (grocery, drug, mass, office, convenience, gas, club, wholesale); brand advertising, new product development, pricing/promotion, packaging, sponsorship, point-of sale material and market research with an annual budget of \$4.0MM.
- Steered the Canadian marketing group to +30% growth in consumption on key business unit (Shaver) resulting in Canada being chosen as “Shaver Global Country of the Year” within the BIC world for 2006
- Drove the performance of a key business unit (Lighters) through new product introductions, well-articulated marketing strategies which targeted growing and untapped market segments and leveraging relationships with key partners
- Lead development of cultural shift to uncover and develop key consumer insights to drive incremental growth through proprietary consumer research initiatives on Shavers and Writing Instruments
- Developed an Annual Marketing Planning Process and implemented the writing of Brand Marketing Plans

- Secured agreement of 3 major Canadian retail banners (Wal-Mart, Loblaws, Staples) to conduct in-store market research during the key Back-To-School (BTS) selling season and developed an insight driven national advertising and merchandising campaign for the subsequent year as a result
- Responsible for development and implementation of channel marketing and pricing strategies, consumer and trade promotions and sales support for key customers (e.g. Wal-Mart, Loblaws, Staples, Shoppers Drug Mart, Costco)
- Made recommendations on: Trade Spending Principles, Supply Chain, Project Management, SKU Optimization
- Developed new marketing structure and upgraded skill level through the recruitment/development of team members
- Played a pivotal role in the development of an annual Business Development/Customer Business Planning Process and Template for Sales for key customers (e.g. Wal-Mart, Loblaws, Staples, Costco)
- Championed Canadian projects to drive franchise growth with youth and young adult targets
- Initiated development of a Customer Relationship Management (CRM) Program for the Commercial Office Products market to target customers by identifiable segments
- Negotiated License Agreements (NHL, Molson, Labatt and Budweiser) to drive growth in Lighter business
- Championed development of sales/marketing team through introduction to Category Management & Fact-Based Selling
- Member of Global Marketing Task Force to define the Brand Positioning for one of the Business Units
- Lead Canadian relationship with U.S. and Global Business Teams to exploit potential synergies
- Managed Agencies (Advertising/P.R./CRM/Sales Promotion) to develop and execute equity based consumer/trade communications initiatives designed to increase the value of the various brands

VALVOLINE CANADA

1998 - 2001

Director of Marketing & Retail Sales

Reporting to the President. Set the Canadian marketing and retail sales direction to achieve corporate, category and brand objectives. Managed 2 Category Managers, Trade Marketing Coordinator, Marketing Coordinator and Sales Manager.

- Led the annual Strategic Planning Process and coordinate the development of the Annual Marketing and Strategic Plan for the company (Retail and Automotive Aftermarket)
- Developed and implemented marketing tools for both market segments (Retail and Automotive Aftermarket) with an annual marketing budget of \$3.5MM: brand advertising, new product development, pricing/promotion, packaging, sponsorship, point-of sale material and market research
- Led all aspects of the Retail Sales Division including the development and implementation of annual customer planning and strategic trade promotional plans for the entire product portfolio for key customers (e.g. Wal-Mart, Canadian Tire)
- Developed a distinct re-branding campaign through the use of consumer and trade advertising, public relations and promotional planning resulting in a sustained increase in market share and brand awareness
- Developed and implemented channel marketing and pricing strategies, consumer and trade promotions and sales support for key retail customers (e.g. Wal-Mart, Canadian Tire)
- Directed the Canadian re-launch of a product line after an acquisition resulting in a 50% growth in revenue in Year 1
- Directed the development of a Loyalty Program uniquely targeted at one segment (Automotive Aftermarket) of the business that resulted in a change by targeting customers by identifiable segments
- Developed a Marketing Planning Process and implemented the writing of Brand Marketing Plans by Category Managers
- Managed Advertising and Public Relations Agencies to develop and execute consumer and trade communications
- Developed and managed the execution of the strategic sales direction for both segments of the business including sales policies, customer planning and trade promotional plans for key customers
- Initiated and managed an extensive agency review resulting in the selection of an Agency best suited to help us achieve our goals

BLACK & DECKER CANADA - HOUSEHOLD PRODUCTS

1997 – 1998

Group Marketing Manager

Reporting to the General Manager. Responsible for the marketing activities of the Household Products Division. Managed and supervised 2 Product Managers, a Marketing Coordinator and an in-house Design Department (2 people).

- Developed a Business Plan and Marketing Plans for the division
- Directed the launch of 2 innovative lines of products into the Canadian market
- Developed the Master Account/Channel Pitch for all key retail accounts and actively participated in sales presentations to all key national/regional accounts (e.g. Wal-Mart, Canadian Tire, Costco, LD)
- Developed and executed all consumer/trade advertising and public relations programs to maintain leadership position in brand awareness
- Represented and served as the key contact for the Canadian Business Unit in monthly and quarterly North American Business Roundtable Meetings

IRWIN TOY LIMITED

1996 – 1997

Marketing Manager – United States

Reporting to the Vice-President of Marketing. Responsibility for setting and executing the marketing direction for activities in the U.S. market.

- Participated in the development of a Strategic Plan for the company.
- Conceptualized an in-store merchandising program to support key brands
- Initiated and managed a Public Relations campaign targeted to trade customers to support the launch of a new line of licensed products
- Developed consumer and trade advertising for key brands and directed, reviewed and approved all package designs for the U.S. market
- Develop an inventory plan for a new product launch resulting in a 15% cost saving
- Participated in sales presentations to all major U.S. retailers (e.g. Wal-Mart, K-Mart, TRU)
- Developed recommendations to improve creative development, media planning and buying and in-store merchandising

LEPAGE, DIVISION OF HENKEL CANADA

1986 – 1996

Marketing Manager – North America

(1992 – 1996)

Reporting to the Vice-President of Sales & Marketing. Spearheaded marketing activities for a SBU which accounted for 80% of the company’s sales and profit. Managed and supervised a Product Manager and Design Department (3 people).

- Played a pivotal role in the development of a 5 year Corporate Growth Strategy
- Spearheaded a Business Analysis of a multi-functional team for review by our new parent company resulting in approval to move ahead with the acquisition of a key competitor
- Part of a Task Force responsible for the acquisition and integration of a key competitor
- Rolled out an innovative product into the North American market and integrated 3 product lines following the acquisition of distribution/marketing rights
- Repositioned a key product line which resulted in it becoming the most successful product launch in the company
- Initiated package redesigns for 2 key brands (Canada) and introduced a “core” line of products into the U.S. market
- Planned and executed major national consumer and trade promotions for key brands
- Created a 3 year advertising program resulting in a 27% saving on media costs
- Negotiated exclusive corporate sponsorship of a key retail partner

Senior Brand Manager

(1990 – 1992)

Assistant/Brand Manager

(1986 – 1990)

EDUCATION

MBA (Marketing and Finance), University of Toronto	1986
<i>Recipient of Max B. Clarkson Award, University of Toronto Faculty of Management,</i>	1986
BA (Economics), York University,	1984

PROFESSIONAL DEVELOPMENT

Negotiation Skills, Delta Associates
Presentation Skills, Delta Associates
Fact-Based Solution Selling, Delta Associates
Category Management School, Delta Associates
Pricing, York University – Executive Development
Database Marketing, York University – Executive Development
CAAP, Institute of Canadian Advertising
PAC “Super Course”, Packaging Association of Canada

ACTIVITIES & INTERESTS

President, City of Vaughan Baseball Association	2008-2017
Member, Baseball Canada Coaching Operations Committee	2010-2017
Board of Management, Baseball Ontario	2013-2017
2 nd Vice-President, Baseball Ontario	2008-2013
President, York Simcoe Baseball Association	2003-2011
President, Select Ontario Baseball Association	2001-2004
Co-Chairman, “Pathway to the Future” TMS Parent Committee, Toronto Montessori Schools	2001
Director, University of Toronto Faculty of Management, Alumni Association Board of Directors	1992-1994
Chairman, Ontario Chapter Board of Directors, Packaging Association of Canada	1992-1993
Director-at-Large, Ontario Chapter Board of Directors, Packaging Association of Canada	1990-1997
Competition-Development Certified Coach (Baseball), National Coaching Certification Program (NCCP)	
Learning Facilitator/Coach Developer, Baseball Canada NCCP Workshops	