



# Beth Brady

Partner & CMO

## About Beth

A visionary leader with extensive experience in business transformation and turnarounds, Beth revitalizes brands and launches new products, restoring profit growth by increasing volume, margin and market share. A strategic thinker with significant P&L management experience and expertise in marketing, branding, research, and analytics, she develops successful digital strategies and award-winning advertising campaigns. A collaborative leader with 25 years executive marketing experience, Beth has a history of building strong teams and managing through change.

## How Beth has Helped Businesses Grow

- Led global brand launch consolidating multiple brand executions into a single unified purpose driven brand at Principal Financial Group.
- Increased awareness, consideration and intent to buy developing a more emotionally driven award-winning advertising and marketing campaign that better delivered on the new brand positioning at Principal.
- Restored profit growth and increased volume, penetration and \$ share leading the turnaround effort for the \$650 million Progresso Soup business at General Mills.
- Delivered significant volume and profit increases and grew share from 7% to 28%, overtaking Kellogg's for category leadership in the Wholesome Snacks business unit at General Mills. Developed highly successful Nature Valley advertising campaign across multiple media vehicles.
- Increased margin an average of 5 points per business re-engineering Related Snacks businesses to improve price, revitalize graphics and improve/cost reduce product formulations at Wise Foods.
- Increased profit at a CAGR of 15% and grew brand share +2.1 points for Mazola Oil, reversing a 10-year trend by developing a new strategic direction at Best Foods.

## Executive Marketing Experience

- Chief Marketing Officer, Principal Financial Group
- President Nielsen Global Segmentation Solutions, The Nielsen Company
- Vice president of Marketing, Progresso Soup and Foods/Meals Division, General Mills Inc. (Pillsbury)
- Vice President of Marketing, Wholesome Snacks, General Mills Inc.
- Vice President of Marketing, Refrigerated Baked Goods/Frozen Baked Goods, General Mills Inc. (Pillsbury)
- Director of Marketing, Desserts and Mixes, General Mills Inc. (Pillsbury)
- Director of Marketing, Related Snacks, Wise Foods Inc.
- Senior Product Manager, Mazola Oil, Best Foods, CPC International Inc.

## Expertise

### Industry Experience

- Financial Services
- Consumer
- Consumer Goods
- Information Services

### Specialties

- Growth Strategy
- Digital Transformation
- Brand Strategy/Refresh

## Education

- Masters in Public Policy and Administration, Columbia University
- BA, Economics and Government, St. Lawrence University

## Contact Information

Beth Brady  
Phone: 515.770.2359  
bbrody@chiefoutsiders.com  
www.chiefoutsiders.com