



Senior Associate Brand Manager

Position Responsibilities

The Senior Associate Brand Manager combines the needs for both general management and traditional marketing. In this role the person will support the P&L and brand needs for brands within Morton's Portfolio. A few key responsibilities include:

Business Strategy & Execution

- Establishing and gaining alignment from the Consumer and Industrial Leadership Team on strategies and plans to improve profitability and achieve desired business and market objectives for this nearly \$200MM+ Net Sales business;
- Utilize syndicated data, and competitive intelligence to assess market opportunities; and
- Use quantitative and qualitative research to vet new product ideas, packaging, pricing, and positioning strategies.

Business Development

- Identify market opportunities and risks, quantify/estimate P&L impact, and justify investments required to support future business growth; and
- Closely monitor and identify changes in market, customer and competitor trends with the potential for impacting current and future business performance.

Innovation and Product Portfolio Management

- Oversee all stages of sustaining innovation projects – from idea generation through commercialization;
- Use customer and consumer/end-user insights to drive business and brand activity, new products, strategies, and thought leadership;
- Contribute to the brand vision, positioning, promise, goals and strategy; and
- Lead the development of advertising and communication vehicles with agency partners that justify selling price premium.

Pricing Strategy Development, Planning & Performance

- Provide strategic direction and collaborate with the pricing team to develop and optimize pricing architectures, strategies and plans by product lines; and
- Partner with Brand Finance and the Sales Strategy & Planning teams to forecast and track the impact of pricing actions with regards to overall business and financial performance

Required Experience / Qualifications

Ideal candidates possess skills and experiences that clearly demonstrate the above, and have:

- Bachelor's degree; 5+ years' experience with 2+ years' in consumer marketing;
- Experience with Nielsen and/or IRI strongly preferred; and
- Proven ability to move seamlessly between strategic thinking and actual execution.

Search Contact

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