

CYNTHIA J. MCCLLOUD

Mobile : (714) 815-0000

Email: cmccloud@marshall.usc.edu

EDUCATIONAL ACHIEVEMENTS

UNIVERSITY OF CALIFORNIA, IRVINE, Irvine, CA
Masters Business Administration (MBA) Degree 1997

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA
Bachelors of Science (B.S.) Degree 1991

- ✓ Summa Cum Laude - 1991
- ✓ Food Industry Management Program Graduate, USC – 1990

CAREER SUMMARY

Customer-focused sales and marketing executive with specialized grocery retail industry experience in both domestic and international markets. More than 40 years experience in using targeted marketing, database marketing, technology and insights solutions to market to consumers. Proven success with building teams and collaborating with executive partners and clients to solve business problems. Well-developed skills in presenting, selling and closing new business. Assertive operator and creative problem solver who works professionally at all levels to identify new opportunities and then develop, manage, and execute plans.

LEADERSHIP PROFILE & EXPERTISE

- Self-motivated strategic thinker with an outstanding record of achievement in building teams while increasing sales and profits with specific experience in new business development across multiple countries, products & services. Managed teams and clients in France, UK, Germany, Italy, Spain, India, Singapore, and Australia
- Innovative, high energy leader with experience in building strategic relationships at senior levels in key CPG and grocery Retail partners.
- Successful manager who has progressed rapidly through the retail industry's marketing and management ranks into senior P&L responsible Sales, Marketing and Business Development positions for various sized companies including: a large corporate Retail organization (\$5B), a small entrepreneurial Marketing Services organization (started at \$100M...grew to \$500M), a Market Research organization (\$90M) and several start-ups including Mobile Scanning, Health & Wellness, and Customer Satisfaction software sales
- Powerful repertoire of Marketing/Sales experience, strategic planning, international business development, competitive analysis, consumer communication, external partnerships/alliances, pricing, trade shows/client relations, short and long-term strategic planning, sales process development and execution, growth of alternate markets

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

USC Marshall School of Business, Los Angeles, CA

7/14 – Current

The **Food Industry Management Program** has been a major contributor in the development of thousands of Food Industry executives for the past 58 years. Supported by scholarships from the Western Association of Food Chains (WAFC), the industry sends senior-level executives to USC's Marshall School of Business FIM Program each Spring. The Food Industry Management Program brings together USC faculty and senior food industry retail and manufacturer executives in a unique educational environment. The curriculum integrates the functional areas of business with cutting-edge theory and practical application to help students understand how all of the pieces of an organization fit together. The students complete a major Capstone Project, and also participate in a deep-dive personal assessment to better understand their own personal strengths and weaknesses and how to more effectively implement productive leadership practices. The Food Industry Management Program's worldwide reputation is the result of its commitment to providing its participants with one of the most relevant and rewarding developmental experiences of their professional careers.

DIRECTOR, FOOD INDUSTRY PROGRAMS

ADJUNCT PROFESSOR, MARSHALL BUSINESS SCHOOL

- Responsible for recruitment, marketing, business development and client development
- Manage student experience and faculty involvement for several programs (FIM, FIEP and proposed MS)
- Professor - FIM420 Leadership course in the Food Industry Management program

Market Metrix, Inc. San Francisco, CA

11/12 – 7/14

Market Metrix is a 15 year old privately held San Francisco company with revenue of approximately \$10M and leads the advancement of customer satisfaction software and solutions for the hospitality industry. We transform hospitality companies with the only feedback management platform that maximizes every source of guest value. Our clients use our software to connect feedback and reviews to financial impact and we have the only global source of independent benchmark data. This opens new possibilities in performance by letting people throughout the organization take action to improve both the guest experience and the bottom line.

EVP, BUSINESS DEVELOPMENT

- Managing 3 Business Development teams – USA (San Francisco) / EMEA (Barcelona) / APAC (Singapore)
- Responsible for all Sales and Client Development in the company
- Launched the company's first ever International Sales Meeting

Zipongo, Inc., San Francisco, CA

07/12 – 11/12

Zipongo is a small start-up in San Francisco. The company helps people find and buy healthy groceries at the best prices, and personalized to their health needs and preferences. After piloting in California, Zipongo makes their services available to people across the U.S. at major grocers.

EVP, BUSINESS DEVELOPMENT

- Recruited by Zipongo to lead the customer-facing team with responsibility for expanding the Zipongo Health and Wellness network across the country working with retailers, manufacturers and health payers to strengthen their own Health & Wellness platform

Modiv Media, Boston, MA (Acquired by Catalina Marketing)

10/11 – 07/12

Modiv Media is a mobile shopper marketing company dedicated to producing solutions that increase shopper loyalty and reduce labor costs for supermarket retailers. Through its retailer-branded, media-driven mobile commerce approach, the company influences over a million shopping trips per month by delivering over 10 million targeted offers every month via mobile channels.

PRESIDENT, RETAIL

- Recruited by Modiv Media to take on responsibility for all Retail market expansion and business development of a new Mobile Shopper Solution in the United States

MarketTools, Inc., San Francisco, CA (Acquired by TPG & Survey Monkey)

01/09 – 10/11

MarketTools is a privately held San Francisco-based company with revenues of approximately \$90M and the leading provider of Customer Insight Management solutions for the world's market leaders.

GENERAL MANAGER & EVP, RESEARCH SOLUTIONS

- Managing a team of 220 employees and 7 SVP and 4 senior executive direct reports in roles including Sales, Client Services (both U.S. and India), Advanced Analytics, Strategic Account Development, and Business Operations
- Made major changes in both the Sales and Client Services organizations, brought in 3 new SVP Sales leaders, a new Client Services leader, and reorganized the Research Solutions organization make critical change and reductions to build an effective and efficient client-facing team
- Drove the implementation of an effective operational plan that supported sales and profit growth with pipeline management tools, accurate forecasting processes, and improved utilization and profitability reporting/management
- Introduced the company's first Strategic Account planning process including client Top-to-Tops, profiling and segmenting accounts, identifying potential opportunities, developing, executing and tracking strategic plans, understanding customer buying processes, discovering compelling events, understanding access to client funding, identifying organizational supporters and political landscapes, assessing our solution fit and building a unique value proposition for high-value clients

Catalina Marketing Corporation, INC., St. Petersburg, FL

1993 – 2008

A \$500M CPG/Retail Marketing Services organization focused on targeting communications based on actual purchase behavior which generates more effective consumer response. The company combines insight and consumer behavior with dynamic consumer access through multiple mediums.

EXECUTIVE VICE PRESIDENT & DIRECTOR, EUROPE

01/06 – 10/08

- Asked to relocate to Paris to manage the European division of Catalina (France, UK, Germany and Italy)
- Significant success with International management team in building trust (Year 1), making changes (Year 2), harvesting changes (current) while, at the same time, continuing to hit our numbers
- Responsible for full P&L for each business unit
- Reorganized to build a central management team in 2007 for increased efficiencies, cost management and implementing of best practices; executed annual client reviews (Jan), strategic planning (April), organizational planning (June), and budget planning (Sept)

EXECUTIVE VICE PRESIDENT, RETAIL SERVICES

07/03 – 12/05

EXECUTIVE VICE PRESIDENT, RETAIL SALES & MARKETING

12/02 – 07/03

SENIOR VICE PRESIDENT, RETAIL SALES

02/01 – 12/02

VICE PRESIDENT, RETAIL SALES & GENERAL MANAGER

12/95 – 02/01

SENIOR DIRECTOR, RETAIL MARKETING

05/93 – 12/95

The Vons Companies, Inc. Arcadia, CA

1975 - 1993

April 1997 - the Vons Companies, Inc. is a leading food and drug retailer in Southern California operating under the Vons and Pavillions banners. In 1993, Vons had 320 stores and sales of \$5.4 billion for its last full fiscal year prior to the acquisition by Safeway.

MANAGER, ELECTRONIC MARKETING

1990 - 1993

- Developed and implemented the first of its kind in the Western United States a Retailer Frequent shopper program called VonsClub
- Reported to G.V.P. of National Accounts with full responsibility for a \$3.5 million marketing budget including \$1.5 million in income, a 5 person staff, and the targeted marketing program for the chain
- Developed a new in-house, on-line direct marketing database along with a marketing plan

Various Other Office and Store Level Clerical Jobs (1975-1990)

OTHER ACTIVITIES and HOBBIES

- ✓ Board Member – Cystic Fibrosis Foundation – Los Angeles, California 2012
- ✓ Co-Founder – ShelbyUSA Team for Cystic Fibrosis in Anaheim, California 2011-12
- ✓ Running – Half Marathons
- ✓ Traveling with husband