

George Latella

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SUMMARY

A seasoned Consumer Packaged Goods Sales & Marketing executive with extensive experience developing products, programs and people to solve the problems of trade customers and consumers. A high-energy leader with "I.D" and a reputation for getting the highest performance out of employees. A thought leader who develops and implements actionable plans. A Food/CPG Industry expert who has taught undergraduates, graduates, and executives in the Food Marketing programs as a Professor at Saint Joseph's University.

PROFESSIONAL EXPERIENCE

St. Joseph's University, Philadelphia, Pennsylvania **1992-Present**
Assistant Professor of Practice - Food Marketing, Four Teaching Excellence Awards
Voted #1 Business Professor by students in the Haub School of Business – Hawk 2016

- Food Marketing professor in MBA, undergraduate and executive education programs
- **Courses:** Principles of Marketing, Promotional Strategy, New Product Development, Trade Promotion and Consumer Promotion, Brand Strategy, Understanding the Food Customer & Consumer, Food Marketing Communications, Food Marketing Strategy, Selling and Sales Management, Supply Chain, Creating & Measuring Customer Value, Direct Marketing, E-Commerce & Social Media, Capstone, Food Industry Summit, Food Nutrition & Packaging, Ethnic Marketing, Private Label, Food Policy, Marketing Research, The History, Culture & Future of Food, Business Policy, Retail Food Marketing, Overview of Global Food System
- **Food Marketing Presentations** – Urban League, Small Business Development Center, National Candy Association, Snack Food Association, Private Label Manufacturers Association (PLMA), Tenglemann, Ferrero, Pennsylvania Department of Agriculture, Peanut & Tree Nut Producers Association (PTNPA), Pennsylvania Food Merchants (PFMA), Specialty Food Association (NASFT), Mid Atlantic Fruit and Vegetable Growers, Pennsylvania Association for Sustainable Agriculture (PASA), USDA Cochran Scholars, Ferrero, EDEEKA, Key Impact, New Jersey Food Council.

Consulting Experience

- 2009-Present: Latella & Associates. I provide a variety of Sales and Marketing services to clients leveraging my 35+ years in the Food and Consumer Packaged Goods industry.
- 2009-Present: Beacon Marketing Group. We engage in Marketing Research, Marketing Communications, and Marketing Planning for a variety of companies.
- 2009-2013: Depersico Creative Group. DCG does Branding and Design primarily focused on Food, Beverage, and CPG brands. I helped develop presentations on Shopper Marketing, Innovation, and Marketing Strategy for existing and new clients.
- **Subject Matter Expert Food Marketing**
 - Consulted on a number of cases with Snack Food Companies involving consumer behavior, branding, product development and DSD distribution issues.

Food Industry Experience

Tasty Baking Company, Philadelphia, PA **1986-2009**
Director of Customer Relations and E-Commerce (2008-2009)

- P&L responsibility
- Exceeded annual operating plan target by 15% in a down economy
- Developed and executed the annual marketing plan (B2B, Direct to consumer)

- Developed and leveraged sponsorships (Mural Arts, Philly Pops, Eagles)
- Directed digital agency partners
- Partnered with PDDC to use disadvantaged labor for fulfillment area
- Developed sales planning function and mentoring program for future leaders
- Managed Customer Service, implemented call center tracking system & integrated SAP

Director of Key Accounts (2003-2008)

- P&L responsibility for \$160 million in sales
- Managed \$20 million trade promotion budget
- Managed all sales inside and outside the core Mid-Atlantic DSD area
- National Accounts: Wal-Mart, Albertsons, Safeway, Kroger, Ahold, Delhaize
- DSD Accounts: Wawa, Shop Rite, Pathmark, A&P, Weis, Sheetz, Redner's
- Developed and trained the first Key Account team in the company's history
- Developed "Top to Top" business review template
- Created key account planning template
- Implemented category management/trade promotion planning process
- Sold in "Sensables" No Sugar/Low Carb line to 100% Food/Drug/Mass ACV
- Managed \$2 Million Co-op advertising budget

Director of National Accounts & New Business Development (2002)

- Part of the transition team from old leadership to new
- P&L responsibility for \$10 million in existing sales
- Developed analytical model and go to market strategy for market expansion
- Converted 36 routes in Delaware/Maryland and Pittsburgh/Cleveland
- Developed "check lane" single serve program for Target
- Developed single serve rack program for Walgreens
- Expanded Food Lion distribution into North Carolina
- Expanded distribution (space and position) in Safeway
- Developed private label, in store bakery, food service/institutional sales
 - Developed wellness products to address alternative channels

Director of National Sales (2000-2002)

- P&L responsibility for \$80 million in branded and private label sales
- Growth exceeded double digits annually from 1996-2002 (\$30 to \$80 million)
- Managed regional sales managers, brokers, and staff responsible for driving growth:
 - Fresh and frozen distributors (Florida, Sara Lee, Flower's, Schmidt's)
 - Direct warehouse cross dock programs (Kroger, Safeway, Albertsons)
 - Mass merchandisers (Wal-Mart and K-Mart)
 - Wholesalers (Core-Mark, McClane, Fleming)
 - Limited assortment retailers (Save-A-Lot)
 - Vending (Aramark, VSA)
- Developed strategy and executed FMI, NACS, and PLMA trade show exhibits

Wal-Mart Key Account Manager (1998-2000)

- P&L responsibility for \$50 million in private label and \$10 million in branded DSD sales
- Personally secured the account in 1998 through marketing and new product innovations. Created "Snacks" tray pack concept and packaging for Honeybuns, Pound Cake, Angel Food Cake, Mini Donuts, Iced Mini Donuts, Seasonal Donut Holes, and Seasonal Finger Cakes.
- Used Wal-Mart's proprietary Retail Link CPFR model to move product to Wal-Mart DC's through Millard consolidated replenishment program.

Director of Marketing, Senior Marketing Manager, Marketing Manager (1986-1997)

- Brand management, strategic planning, new product development, package design, direct marketing, advertising, merchandising, research, corporate & community relations
- Assumed increasingly responsible marketing management positions. Involved in all cross-functional and strategic planning teams. Extensive knowledge of the people and processes that make Tastykake “tick”. Helped bridge the gap between senior management, supply chain, finance, and the expansion of the brand.
- Managed \$5.5 MM marketing budget
- Data Analyst - InfoScan, PromotionScan, Panel Data analysis, handheld data
 - Donut analysis led to space upgrade in Acme, 10% dollar share point gain
 - Revised order schedule and availability, reduced stale from 6% to 4%
- Researched, developed and executed 3 year strategic plan
 - Key member in entering private label & In store bakery segments
 - Prepared marketing fact book, developed/executed annual marketing plan
 - Managed \$300M consumer research budget
- Managed \$500M direct marketing budget, delivered 6 years of sales growth
 - Developed all advertising including holiday catalog, managed database
 - Evaluated opportunities, executed launch plans, project management
- Developed “seasonal” products delivering an incremental \$10MM annually
 - Repositioned Cookie line to “Snak Bars”
 - Developed “Classic Baked Goods” multi-serve line in new plant
- Managed all contract packaging orders with brokers and manufacturers
- Managed \$200M design budget
 - Snak Bar metallized film extended shelf life to 60 days, reducing “stale”
 - Strawberry Krimpet redesign delivered 25% increase in year one sales
- Managed marketing public relations manager and community/media relations

EDUCATION

Master’s Business Administration, Marketing 1991 Magna Cum Laude

St. Joseph’s University Haub School of Business

Bachelor’s of Science in Business Administration, Marketing 1985 Dean’s List

Drexel University Lebow College of Business

ACTIVITIES

Board Member St. Ignatius Nursing Home

Board Member Kristin Mitchell Foundation

Guest lecturer (Temple, Ursinus, LaSalle, Textile, Stockton, local high schools)

CYO coach and board member St. Bernadette’s, Monsignor Bonner FSAHaverford/Upper Darby
youth athletic coach (Soccer-Basketball-Baseball-Softball)