

GLENN LLOPIS

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Senior Consumer Goods Business Development, Strategy, Workplace Culture and Talent Development professional with corporate, start-up and turnaround experience. Successful business development experience managing senior level partner relationships, designing new ventures, strategic alliances, trademark licensing and channel management. Industry leader in warehouse club channel strategies. Industry columnist and speaker. Fluent in Spanish and Latin markets.

PROFESSIONAL EXPERIENCE

GLENN LLOPIS GROUP, LLC, Irvine, CA

2007 - Present

Founder / CEO - www.glennllopisgroup.com

*Founded performance development company dedicated to helping individuals and businesses by teaching and honing the unique entrepreneurial skills necessary to propel innovation and initiative. Company offers training / workshops, consulting, coaching and keynote programs to Fortune 500 clients utilizing customized innovation-based intellectual property that stems from the book, *Earning Serendipity - 4 Skills for Creating and Sustaining Good Fortune in Your Work*. Clients have included PepsiCo, Morgan Stanley, XEROX, IBM, Beyond Commerce and Frito-Lay. Subsidiary operations include:*

Center for Hispanic Leadership (CHL) - www.centerforhispanicleadership.com

- CHL serves to empower the professional growth and talent development of Hispanic Employees through the use of culturally-tailored curriculum that helps accelerate the awareness and potential of their unique skill-sets and capabilities in the workplace.
- CHL is the only Hispanic Talent Development Institute of its kind. CHL was designed to propel the growth and awareness of Hispanic Talent and its increased necessity in today's changing workplace culture.
- Now that Hispanics represent the majority-minority, their Hispanic Talent must be addressed utilizing mentoring, coaching, educational and career tracking tools that tend to their specific personal and culturally tailored requirements. CHL's goal is to create a platform that allows Hispanic professionals to seamlessly transition from a role of success to significance in and outside of the workplace.

Center for Innovation & Humanity (CIH) - www.innovationhumanity.org

- CIH is a think-tank designed to partner with Universities throughout the world to help influence entrepreneurship and innovation curriculum for our future leaders. CIH seeks to critically address the multiple paradigm shifts that are challenging how we should approach innovation and its role in propelling positive social change the world over.
- CIH's goal is to provide our delegates, attendees, sponsors and partners with valuable insights; tangible strategies, solutions and tools to help their products, services and brands approach innovation and humanity in the new economy.
- CIH has successfully recruited 40+ of the most up and coming leaders in the areas of business, non-profit, academia and government. This illustrious group includes 10 authors and over 20 contributors to trade magazines that include the Harvard Business Review, Economist and Monocle across 6 continents. Featured organizations include: Pepsi Bottling Group, IBM, Tata Consulting Services, Toyota, Kellogg School of Management, USC's Marshall School of Business, Mindtree, Yahoo, Centre for India & Global Business, many others.

POWER INSIGHTS INTERNATIONAL, INC., Anaheim, CA

2000 – 2007

Founder / Owner / Senior Managing Director

Founded firm providing food & beverage manufacturers with marketing, sales, licensing, and channel management strategies from product / brand concepts to market implementation. Company serves both a consultancy (Power Insights Consulting) and brand owner (Luna Rossa Corporation) throughout the US, Canada and Mexico. Clients include Frito-Lay, ConAgra Foods, Savory Sensations, Kraft Foods, Ruiz Food Products, Conservas San Miguel and E.D. Smith.

Luna Rossa Corporation – www.lunarossa.com

- Creator of Luna Rossa® Chef's Harvest®, Culinary Accents™ and Svelte™ brand development and equity strategies. \$3MM Gourmet Foods Company that direct markets brands in warehouse club, retail-supermarket (grocery and produce departments), foodservice, dollar stores, mass merchandiser and specialty retail channels.
- Successfully launched Chef's Harvest® produce brand corporate program with Kroger into 6000 stores across 20 markets.
- Created & implemented trademark licensing program in gourmet dressings (shelf stable/refrigerated produce), pasta sauce, cooking oils, fruit toppings, pie fillings, cooking sprays, breakfast bars and spreads that generates an incremental \$3MM.
- Designed exclusive foodservice distribution & licensing agreement with ConAgra Foods to market and sell the Luna Rossa® brand across national accounts and broad-line distributors & corresponding operator end-users.
- Successfully designed national and regional private label programs with Safeway, Trader Joes and HEB.

Power Insights Consulting – www.powerinsights.com

- Spearheaded comprehensive multi-category warehouse club brand strategy for \$1 billion European Seafood Company
- Designed and implemented \$3MM trademark licensing strategy for emerging dressing / sauce manufacturer at royalty earnings 3x industry standard. Strategy included the development of exclusive retailer brand programs.
- Successfully created seminar & workshop program: Successfully Market Your Products/Brands to the Warehouse Clubs. Clients included Kraft Foods, Georgia Pacific, Frito-Lay, Ruiz Foods, several other Fortune 500 brands.

NORWAY SEAFOODS – FRIONOR USA DIVISION, New Bedford, MA

1998 – 1999

Vice-President Marketing & Sales

Recruited to this \$1B corporation to orchestrate an aggressive corporate turnaround, merger & integration. Expanded the division into new channels and reposition the company as a branded consumer products marketer. Held full P&L for strategy & business development, R&D, sales, marketing, advertising, branding, product positioning, logistics, customer service and distribution. Led and managed (8) direct reports and cross-functional staff of (22).

- Developed strategic and tactical action plans to support brand repositioning strategy to create new consumption areas across foodservice, retail, warehouse clubs and specialty markets. Generated new branded revenues of \$3MM for club store markets, increased foodservice distributor and national account sales by 10% with 15% profit improvement in a flat market.
- Conceived and implemented a comprehensive brand image/product innovation campaign to position Frionor USA as North America's leading seafood marketer with the introduction of the Bayside Bistro® brand across foodservice, warehouse club and retail channels. Served as corporate spokesperson and brand media relations advisor.
- Negotiated exclusive licensing/co-marketing agreement with Alliant Foodservice to create the seafood industry's first-ever brand representation of all categories. Developed strategy for multi-vendor national roll-out with two year projections of \$5MM in revenues. Designed supporting private label program to assure security and stability of financial outcome.

ARTICHOKE INDUSTRIES, INC., Castroville, CA

1996 – 1997

Director – Marketing & Sales – Cara Mia Consumer Products

Member of 6-person Senior Management Team and the most senior Marketing & Sales Executive for the \$20MM Cara Mia national specialty foods business. Transitioned the business from master broker to a broker network, integrated new \$16MM plant renovation project, redesigned business processes, and accelerated revenue and profit growth across all trade channels. Responsibilities included operational P&L, sales, marketing, warehousing, logistics, purchasing and distribution.

- Successfully repositioned the equity platform for the 80 year old Cara Mia® brand via trade media, new product and customer specific marketing. Surpassed all financial goals with 27% revenue increase and 12% profit gain over first year.
- Expanded Costco and Sam's Club accounts from \$0.5M to \$2.5MM in annual sales while increasing points of distribution across retail segments by 200% via co-branding strategies.

SUNKIST GROWERS, INC. – Juice Beverage Division, Ontario, CA 1990 – 1996
Senior Manager – Consumer Products (1995 -- 1996), National Sales Manager – Retail (1993 -- 1995), Manager – Retail & Private Label (1991 -- 1993), Account Manager (1990 -- 1991)

Fast-track promotion through increasingly responsible sales management assignments becoming the youngest-ever Senior Manager in the 102-year company history. Instrumental in building Sunkist's Juice Beverage Division from start-up into a \$100MM business unit. Led staff of 30 national/regional sales managers, brand managers, product analysts and administrators. Implemented national sales and marketing strategies for all channels of trade. Managed \$20MM budget. Full accountability for product sales volume, profits and expenses.

- Successfully spearheaded Sunkist brand product development, line extension programs, new market entry plans, trademark licensing partnership programs, advertising, promotions, customer retention/loyalty and P&L performance.
- Co-led division through accelerated growth and diversification. Transitioned from branded/private label programs, into foodservice/club segments, and subsequently into all major consumer channels nationwide.
- Forged strategic alliance with Wal-Mart to support private label program and built annual revenues to \$13MM. Negotiated several regional and national private label programs.

GALLO WINE COMPANY, Commerce, CA 1989 – 1990
Retail Chain Accounts Sales Representative

Completed intensive 10-week Management Training Program and promoted in seven months to top-priority sales area. Delivered 23% growth despite intense market competition and led the successful introduction of Bartles & Jaymes wine coolers. Designed award-winning in-store displays, increased holiday sales by 18% and exceeded new product shelf space objectives by 11%.

EDUCATION

UNIVERSITY OF CALIFORNIA, Los Angeles, CA 1984 – 1989

- *Bachelor of Arts in Political Science with concentration in International Relations, June 1989*
- *Chancellor's Award Winner for Outstanding Student Leadership*

UNIVERSITY OF NOTRE DAME, South Bend, IN 1998

- *Executive Food Service Marketing Management Program*

MONTEREY INSTITUTE FOR INTERNATIONAL STUDIES, Monterey, CA 1997

- *Spanish For Business Program*

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA 1993

- *Food Industry Executive Management Program*