

## Stuart W. Haugen

Based in Paris, France. Globally Mobile

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### CMO / COO / CEO / Interim / Consultancy Serial “Value Creation” in Lean Environments, Special Situations, & Start-Ups

**Globally successful strategist, marketer, general manager. Extensive P&L responsibility** with results delivered in challenging restructuring/special situations at CMO/COO/CEO levels.

- Success in numerous segments – **significant focus in food & beverage and technology** – and in structures ranging from start-up to major corporate business units
  - Proven **change manager**, capable of developing a powerful, innovative strategic vision and delivering aggressive bottom-line results by insuring superior execution
  - Track record of identifying **financial leverages/opportunities** overlooked by others
  - **Exceptionally skilled marketer**, particular strength in **strategic positioning** and translation of positioning into highly effective, fully integrated marketing programs
  - Proven ability to build **winning, innovative teams** (business, creative, and technical) and lead them to achieve **focused, team-oriented, business results** across cultures (experience in US/Asia/MEA/Europe) and in difficult restructuring situations
  - **Creating and scaling excellence** is a personal passion and proven capability
  - Demonstrated ability to **thrive in lean, entrepreneurial environments**, including startups
  - **Tech savvy**, experienced in mobile, web/internet/apps, and social media/ad strategies
  - **Globally mobile** for assignments and/or relocation
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### SELECTED MAJOR CORPORATE EXPERIENCE

#### **CAMPBELL SOUP EUROPE**

##### **Chief Operating Officer – Continental Sweets (Lille, France)**

- Directed turnaround of European confectionery company in multi-year decline
- Regained 40 points retail distribution, reversed volume decline, stopped operating losses
- Repositioned core brands, launched innovative, segment-leading products including Arlequin, the #1 bagged candy brand in France
- Positioned the restructured company for divestiture

#### **PEPSICO, INC.**

##### **Area Vice President and CEO -- PepsiCo France (Paris, France)**

- Regained French franchise from Perrier, negotiated joint bottling/distribution venture with Orangina
- Drove volume +300% year one, tripled profits, and acquired Igloo, a French vending company

##### **Chief Marketing Officer, Worldwide – Seven-Up International (PepsiCo, Somers, NY)**

- Directed strategic/commercial activity for brand 7-Up, #3 global soft drink brand, 120+ countries
- Repositioned brand 7-Up generating 70% global growth (+\$2.1 billion sales) in 18 months
- Developed and rolled out the globally acclaimed “Fido Dido” advertising/marketing campaign

##### **Group Director/Marketing – Pepsi-Cola Bottling Group (Somers, NY)**

- Directed marketing for all corporate brands in US company-owned bottling operations (world’s largest bottler) with \$3.5 billion sales, marketing/media budget of \$175 million, team of 48
- Reversed multi-year share loss on brand Pepsi while reducing spending

#### **NESTLE PURINA COMPANY**

## SELECTED STARTUP AND INTERIM EXPERIENCE

- **INTERIM CEO / Europe, Privately held US manufacturer of cosmetic/medical laser devices**
- **CORPORATE VP / GENERAL MANAGER, EMEA, Indiqu, Inc.**
- **INTERIM COO / EUROPE, Culligan Drinking Water Solutions**
- **FOUNDER / CEO, bXpediant.com, Inc.**
- **FOUNDER / CEO, Relate Technologies, Inc.**
- **FOUNDER / CMO, US online couponing and commerce startup**
- **INTERIM CMO, US non-profit healthcare alliance**
- **INTERIM CEO / EMEA, Venture-funded SaaS Provider, online corporate recruiting services**
- **INTERIM CEO, Venture-funded Functional Beverage Start-up**
- **INTERIM MANAGING DIRECTOR / EUROPE, Nokia-funded Avesair, mobile ad server technology**
- **INTERIM MANAGING DIRECTOR / EUROPE, ActiveBuddy, interactive agent technology**

## EDUCATION

### **Master of Business Administration, Marketing**

W.P. Carey School of Business, Arizona State University

### **European Political Studies Program, Rotary Foundation Scholar**

Université de Strasbourg, France

### **Bachelor of Arts, Political Science, Phi Beta Kappa, Summa cum Laude**

College of Liberal Arts and Sciences, Arizona State University

## HONORS / AFFILIATIONS / ACTIVITIES

**Past Chairman, Republicans Abroad (Paris, France)** – Tasked with the revitalization and restructuring of the organization representing the interests of the Republican Party overseas

**Media Commentator** – Regular commentator for American, French, and other international television, radio, print, and online media on political, business, and socioeconomic issues involving the US

## PERSONAL

Married, two children – Dual American / French nationality -- Native English, fluent French --  
Experience on four continents -- Passionate sailor and skier -- Global mobility