

Stuart W. Haugen

Based in Paris, France. Globally Mobile

Tel: +33 6 1075 4765 • stuhaugen@swhaugen.com • www.swhaugen.com • [linkedin.com/in/stuhaugen](https://www.linkedin.com/in/stuhaugen)

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

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

- Numerous positions of increasing responsibility reaching Brand Group Director/Pet Foods.

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

Keynote Speaker, Rentre MEDEF (Paris, France) – MEDEF is France's largest organization of private sector employers. At their request, I spoke of the business environment in the US, its overall position on the global stage, and implications for France and French private sector businesses.

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