

JARVIS E. LUDBURN

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MARKETING EXECUTIVE

CATEGORY MANAGEMENT | BUSINESS DEVELOPMENT | PRODUCT INNOVATION | BUSINESS TRANSFORMATION | BRAND BUILDING

Collaborative consumer goods (FMCG, F&B, CPG) industry executive who defines and executes global marketing strategies that result in record-level market share, volume growth and business turnaround. Leverage commercial and operational expertise with unique ability to discover consumer and market insights and translate them into compelling selling propositions.

Extensive global experience in developed and emerging markets—Eastern (CEE) and Western Europe, Middle East, Japan, Australia, Argentina, South Africa, and US. Work tirelessly to build bridges across functional and cultural borders. Bring enthusiasm and energy to teams and geographic regions.

"[Despite] 2 major restructurings in the last 3 years... Jarvis was able to deliver the set goals for Profit and Volume and also achieve some astonishing results in market share gains." Fizzy Soda Market Manager

EXPERIENCE & PERFORMANCE SUMMARY

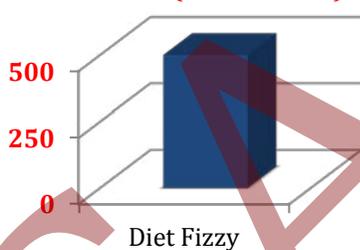
THE FIZZY SODA COMPANY, CAMBRIDGE, MA (1990–2012)

Commercial Manager, 2011–2012

(Fizzy Soda Alpine & Hungary Region, Vienna, Germany)

Promoted to integrate company and bottler commercial agendas (Germany, Switzerland, Hungary) in order to build shopper marketing excellence, drive revenue growth and solidify occasion/brand/pack/price strategies.

UNIT GROWTH (IN THOUSANDS)



- Drove 500m+ unit growth for Diet Fizzy by spearheading cross-functional team that developed category story to list Diet Fizzy in McDonald's Germany.
- Boosted franchise and customer profitability by exporting premium "In-Between Meal" occasion program across business unit.
- Built sales /profit story testing entry level recruitment program in Traveling channel.

Market Manager, 2009–2011

(Fizzy Soda Germany)

Led country franchise in translating brand and commercial strategies for local execution. Managed \$20EU budget. Built / led 16-member team.

- **Outperformed 85% of all European markets** while guiding new team through global financial crisis, two restructurings, and new business model integration.
- Led core business to **record-level market share (60%)** | grew share in 18 consecutive periods and 28 of last 31.
- **Restored share / profit growth** to Great Cola, Diet Fizzy and Swēt.
- **Grew Great Cola share 33%** incl. social media promotion. Germany cited as "Great Cola best practice"
- Initiated program that **helped drive 5-year high in household penetration** for Fizzy Soda.

PROFIT GROWTH (IN MILLIONS)



Grew prices 3% adding €4M profit

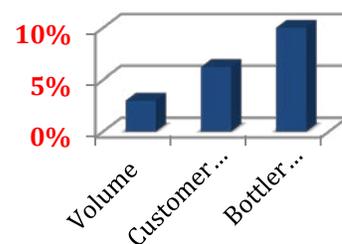
Customer & Commercial Leadership Manager, 2006–2009

(Fizzy Soda Germany)

Managed commercial agenda with bottler to influence consumers and expand category with customers. Led shopper and revenue growth strategies translating consumer insights into profitable programs.

- **Elevated Germany to 1 of Fizzy Soda's 6 best operating units worldwide** in 2008.

GROWTH THRU NEW PRICING STRATEGY



- **Modeled new pricing strategy resulting in higher profit** while growing volume/market share.
- Orchestrated new bottle strategy transforming Take Home market | **Led to record volume / value market shares.**
- Crafted end-of-year promotion in 2008 profitably **achieving record volume sales of 10M units** in December.

THE FIZZY SODA COMPANY (CONTINUED)

Alpine Region Business Development Manager, 2003–2006

Managed business development and performance in Germany and Switzerland. Collaborated on Swiss business transformation and customer relationship pilot and helped set stage for 5-year volume / profit growth (led to Migros listing in 2010).

- **Restored region to volume / profit growth** by optimizing Swiss retail promotions.
- **Penetrated small household segment** by introducing 1L PET, profitably building segment to 3M units annually in Germany.

Group Operations Manager, Fizzy Soda Germany, 2002–2003

Spearheaded 3-member team developing and executing channel marketing plans.

- **Drove revenue growth** through initiatives supporting Vanilla Fizzy, Swēt and Diet Great Cola product introductions.
- Steered “Project C” (a major Fizzy Soda initiative) **developing a night channel business** using music, mixing, brand integration, events, and activations.
- **Recommended business solutions to bottling partners** during 2-week, intensive Middle East consulting stint.

Group Brand Manager | Colas / Strategic Opportunity Manager | Region Marketing Manager, 2000–2002

Created/executed brand initiatives in emerging Romania/ Bulgaria markets.

- **Grew volume 17% with 5-point market share growth in 2000 lifting Romania to SE Europe’s top-performing region.**
- Launched first new marketing campaign in 7 years (Fizzy Soda Enjoy) **enabling Fizzy Soda to outcompete low-price, firmly entrenched local competitor.**
- Forged strategy and plans for **profitable entry** into mineral water and juice categories.

Manager, Packaging & Pricing Strategy, 1997–1999
(Central European Division)

Collaborated across 22 countries to optimize pack/price strategy, measure price sensitivity, and evaluate pricing scenarios and new packaging. Conducted highly innovative PFR Massachusetts Coffee market test in collaboration with Fizzy Soda Japan.

- Spearheaded initiative that relaunched 500ml PET across entire Division | Led to **5% volume contribution growth** for package despite soft market.

Global Manager (1996–1997) | Associate Manager (1991–1995), Package Innovation
(Marketing Division, Cambridge, MA)

Managed cross-functional teams developing innovative proprietary packaging to increase brand value. Directed proprietary package design work and evaluation and supported brand positioning and imagery.

- **Developed proprietary PET bottle (Bolt) helping to reposition and build consumer preference for Cherry Fizzy.** Bottle ultimately used by 13 brands in 3 sizes selling 100M+ units annually.
- Piloted Variety Pack **resulting in 35% test market growth** for Slow Fizz brand soda.
- Promoted from Brand Analyst / Commercial Finance Intern at London-based Fizzy Soda bottler.

EARLY CAREER MARKETING EXPERIENCE

Assistant Account Executive, Cohle Advertising, Altoona, PA

Marketing Coordinator, The Burger Joint (largest independent franchise), Binghamton, NY

Junior Account Executive, Toledo Advertising, Ontario, Canada

EDUCATION

MBA, La Salle University, Philadelphia, PA

Vice President, MBA Student Body | Winner, Katter Investment Club Competition | Volunteer, Habitat for Humanity

BA, University of Pennsylvania, Philadelphia, PA

Graduated Cum Laude | Male role model / father-figure to fatherless child (volunteer)

Speaks intermediate German

“[Jarvis has] a great desire to understand the local people and culture first, and then market Fizzy Soda as a global brand through the lens of the local consumer values, beliefs and aspirations.” CEO, Fizzy Soda Bulgaria