

REVENUE · SALES · OPERATIONS · EXECUTIVE LEADERSHIP

Mary Douglas

Founder & Chief Performance Officer, Today’s Growth Partners
Founder, Douglas Growth Consulting, LLC

I challenge assumptions, uncover hidden revenue, and align sales, operations, and leadership to deliver stronger business performance.

Work with Mary through TGP ↗

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01 — PROFESSIONAL BIO

“What are you not seeing?”

For more than 30 years, Mary Douglas has led work across sales, revenue growth, regional operations, customer experience, organizational performance, and executive leadership. Her background includes retail and grocery operations, food and consumer products, commercial initiatives, business development, and district and regional leadership. She also brings substantial HR leadership, employee training, and workforce-development experience—capabilities that support, rather than define, her commercial and operational work.

Her work spans retail, grocery, food and consumer products, healthcare, hospitality, nonprofit organizations, and advisory engagements. Mary identifies the gap between what a business believes is happening and what its customers, sales performance, operating processes, and frontline execution actually reveal. She examines revenue opportunities, pricing and product presentation, sales channels, leadership decisions, customer realities, operating systems, and the assumptions shaping results.

Her Truth Marketing philosophy asks whether a company's promises match the experiences it actually delivers—and whether its claims are supported by evidence. This is a commercial and operational discipline: align the offer, customer experience, sales execution, and internal capacity before making promises the business cannot fulfill.

Mary founded Today's Growth Partners to bring independent revenue and performance leadership to established businesses. As Chief Performance Officer, she works with owners, CEOs, and executive teams to diagnose performance gaps, strengthen sales-to-operations handoffs, identify overlooked commercial opportunity, design growth initiatives, and direct execution through accountable leaders and teams. Her approach connects commercial strategy with the operating discipline required to deliver results.

She works alongside Brad Hayden, Chief Revenue Officer. Brad concentrates on revenue strategy, channels, and partnerships; Mary leads sales and operational performance diagnosis, executive alignment, regional execution models, commercial innovation, and results governance. Together, they connect outside-in market opportunity with inside-out operational capability.

Different markets. One consistent question:
what actually produces results here?

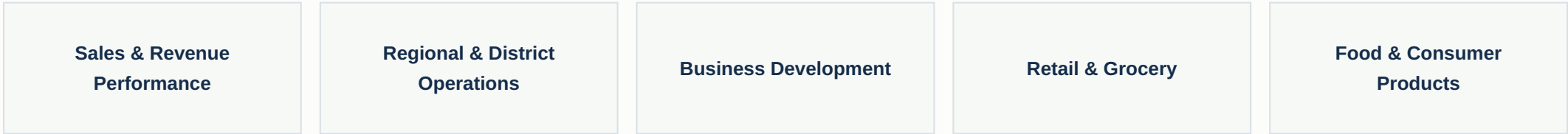
Six places and operating contexts that shaped Mary’s perspective, presented in the same timeline rhythm as Brad’s page.



03 — INDUSTRIES & DISCIPLINES

A business is a system.
Its opportunities do not fit in one department.

A working knowledge of commercial realities, organizational leadership, customer behavior and human impact.



Customer Experience

Executive & C-Suite
Performance

Commercial Innovation

Human Resources &
Leadership Development

Workforce & Organizational
Design

04 — SELECTED EXPERIENCE & OUTCOMES

50%+

REGIONAL YEAR-OVER-YEAR GROWTH

Reported regional growth outcome

135+

TEAM MEMBERS

Recruited, onboarded, or trained for a business launch

\$100K+

CLIENT SAVINGS

Reported from process and leadership improvements

SALES & REGIONAL OPERATIONS

Regional Revenue & Performance
Leadership

Led and improved performance across regional and district operating environments, integrating sales execution, customer experience, frontline standards, training, and operational accountability. Her career record includes regional growth exceeding 50% year over year and performance approximately 40% above forecast.

COMMERCIAL GROWTH

Regional Food/CPG Engagement

Identified sales friction in packaging, pricing, and shelf presentation. Helped guide a flagship product redesign from 32 to 25 ounces and an approximately \$5 retail price reduction. The product subsequently became the brand’s top-selling SKU, according to the client account. This work linked market reality, product economics, retail execution, and sell-through.

OPERATING PERFORMANCE

MDC3 Consulting

Worked across more than 10 client engagements involving operations, business development, customer experience, organizational structure, and performance improvement. Her career record reports more than \$100,000 in client savings through role clarification, process redesign, and operational improvements.

The work behind the point of view.

FOUNDER & CPO

Today’s Growth Partners

Revenue, sales, and performance leadership for established businesses. Tests commercial assumptions, identifies revenue opportunities, diagnoses sales-to-operations friction, and builds accountable execution models.

FOUNDER

MDC3 Consulting

Cross-functional business development, operations, customer experience, HR and leadership improvement across multiple client engagements. Commercial and operating performance remain central.

FOUNDER & CEO

Kindness To One Another

Founded and led a community nonprofit from 2019 to 2022. Her career record reports more than \$80,000 in direct assistance delivered through partnerships and programs.

COMMERCIAL DISCIPLINE

Truth Marketing & Commercial Innovation

Tests whether a company's offer, pricing, sales claims, customer experience, and operational delivery align. Connects credible commercial positioning with revenue execution, customer trust, and measurable results.

INDEPENDENT PERSONAL PLATFORM

Changing Frequency

A separate exploration of perception, human behavior, transformation, leadership mindset, and the deeper questions beneath personal and organizational change.

Business change is ultimately human change.

Mary’s work has always included a human dimension. From founding a community nonprofit to designing commercial and cultural experiences, she is interested in how stronger decisions can create value for businesses, people, and places.

FOUNDING & INITIATIVE HISTORY

2019	Kindness To One Another Founded a nonprofit focused on direct community assistance; led it through 2022.
2019	MDC3 Consulting Founded an independent advisory practice serving operations, people, and growth needs.
2025	Today’s Growth Partners Established the firm that now anchors her revenue and performance leadership work.
INDEPENDENT	Changing Frequency Personal platform exploring awareness, perception, and transformation outside of TGP.
IN DEVELOPMENT	Make Room 4 Art Developing an artist-placement concept that connects creative work with businesses and hosts.

Continue the conversation

For business engagements, work with Mary through Today’s Growth Partners. For professional connections and conversations about leadership, transformation, and community, connect with Mary on LinkedIn.

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