

RUSSELL NEALE

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Strategic Growth Leader | People & Performance Architect

Driving Enterprise Value through Consumer Insights, AI-Powered Workflows, and Cross-Functional Leadership

- Strategic and AI-native Marketing Executive with a consistent record of scaling businesses from \$10M to \$200M+ and managing \$700M+ global portfolios. Expert in building and mentoring high-performing teams (3–10+) through periods of hyper-growth, PE-acquisition, and digital transformation.
- Specializes in translating consumer insights into high-margin product roadmaps and modernizing demand engines. Proven ability to bridge the gap between technical engineering and commercial execution, using AI-augmented market research and back-office automation to accelerate product launch cycles and unlock EBITDA growth.

CORE STRENGTHS

People Leadership: Player/Coach mindset with a focus on talent development and organizational design.

Insight to Implication: Identifying "Voice of Customer" drivers that lead to in-market success.

AI Integration: Design and deploy AI workflows to reduce launch times and identify top-of-funnel opportunities.

P&L Ownership: Full accountability for revenue growth, margin expansion, new product development and SKU rationalization.

PROFESSIONAL EXPERIENCE

Independent Consultant | Jul 2025 – Present

Product & Marketing Strategy

Advising growth-stage companies on brand strategy, AI implementation and product commercialization.

Accelelevation, LLC | Nov 2024 – Jul 2025

Chief Marketing Officer

Recruited and managed cross-functional commercialization team to scale demand from \$10M to \$200M for data center infrastructure manufacturer.

- Implemented Stage-Gate process reducing launch time by **26%**, aligning engineering, operations, marketing, and sales teams behind shared commercialization objectives.
- Launched new products generating **\$30M+** in annual revenue.
- Built AI-augmented market listening to identify **\$500M+** in early-funnel opportunities and define actionable KPIs for product initiatives.
- Pioneered Train the Trainer program to equip remote installers and sales reps for successful new product launches.

Founder Sport Group / Momentec Brands | Jun 2017 – Nov 2024

Senior Vice President, Jan 2024 – Nov 2024

Vice President, Marketing and Customer Service, Jun 2017 – Jan 2024

Pioneered marketing function, built brand architecture, and led integration of multiple acquisitions into a leading B2B uniform and performance apparel manufacturer. Led key integration and sales enablement projects following PE acquisition of apparel manufacturers Founder Sport Group and Augusta Sportswear Brands.

- Created integration roadmap identifying **\$60M** in EBITDA growth opportunities, working closely with external consultants and PE stakeholders.
- Led SKU rationalization project identifying 10,000+ SKUs for harmonization; proposed volume retention plan to deliver **\$10M** in EBITDA savings.
- Grew portfolio brands at **12% CAGR** over six years to **\$246M** in net sales, delivering **\$43M** in EBITDA.
- Drove **38%** growth in e-commerce transactions through insight-driven website relaunch and enhanced B2B customer experience.
- Achieved **64%** growth in custom sublimation product line through targeted digital transformation initiatives.
- Implemented AI-supported workflows to reduce new product onboarding time by **40%**.

Valspar Corporation | Dec 2010 – Jun 2017

Director, US Product Innovation, Jan 2014 – Jun 2017

Director, Woodcare Business Unit, Dec 2010 – Jan 2014

Led team of 5 product managers, driving innovation of a \$700M+ DIY product portfolio spanning interior/exterior paint, stain, enamel, and colorant. Grew Cabot Stain into Valspar's first nationally distributed brand. Managed all aspects of the P&L including plant operations, marketing, and commercial distribution.

- Identified consumer demand for high-performance 0-VOC paint; translated this insight into the 'Reserve' product line, which became the #1 rated paint at Lowe's
- Commercialized **\$60M+** in new products across North America consumer coatings division.
- Led quality initiative to replace 37 formulas representing **\$15M+** in product; coordinated operations, logistics, sales, and R&D to complete **\$2M** capital project on time and **20%** under budget.
- Planned and executed business strategy for Woodcare Group. Grew **topline 12%** and **operating income 38%** in 3 years.
- Secured **\$30M+** in new business by expanding Cabot Woodcare into The Home Depot, Menards, and Ace Hardware.

MARS Petcare | Jan 2007 – Dec 2010

Senior Brand Manager, Pedigree Equity, Dec 2008 – Dec 2010

Brand Manager, Pet Snacks and Treats, Jan 2007 – Dec 2008

Innovated and launched new products worth \$85M+; led renovation of the \$1.2B Pedigree flagship dog food brand.

- Achieved **2x category** top-line growth while delivering an earnings turnaround of over **200%**.
- Generated **\$65M+** in incremental top-line sales through renovation and re-launch of a needstate-based dog food line.
- Increased sales **12%** behind the Pedigree Adoption Drive, a cause-related campaign spanning TV, print, digital, and in-store promotions.
- Generated **\$20M** in incremental sales and earned a patent for product and package design with Cesar treat line.
- Spearheaded **15%** increase in seasonal sales through a comprehensive holiday display and incentive program.

Campbell Soup Company | Jul 2002 – Dec 2006

Brand Manager, Jan 2005 – Dec 2006

Associate Brand Manager, Jul 2002 – Jan 2005

Progressed through business analytics, demand forecasting, and media and communications planning roles, building foundational CPG marketing skills.

EDUCATION

MBA – University of Texas, McCombs School of Business, Austin, TX

BA, Business Administration – Truman State University, Kirksville, MO

CERTIFICATIONS

Managing Machine Learning Projects – Duke University, Jan 2026

Machine Learning Foundations for Project Managers – Duke University, Nov 2025

HubSpot Marketing Hub Software – HubSpot Academy, Apr 2026

LinkedIn Advertising Fundamentals – LinkedIn, Apr 2026

Google Ads Search, Display – Google Digital Academy, Apr 2026

COMMUNITY & VOLUNTEER

Board Member – Myers Park Band Boosters, Charlotte, NC

Volunteer – Meal Delivery Driver, Warehouse Meal Assembly, Nourish Up Charlotte

Board Member – Downers Grove Swim and Racquetball Club