

CONTACT

- @ daniel@tea-atfour.com
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- +1 (646) 696 0044
- Denver, CO + Remote Worker
- US Citizen & British Citizen

EXPERIENCES

- ❖ Freelance Consultant
- ❖ Agency Strategist
- ❖ Pernod Ricard
- ❖ Coty Inc.
- ❖ Booz & Co. (now Strategy&)
- ❖ Procter & Gamble

TOP 7 SKILLS

1. Brand Strategy & Management
2. Strategic Thinking
3. Team Leadership
4. Results through Collaboration
5. New Product Innovation
6. Brand Incubation
7. Influencing & Presentation Skills

EDUCATION

-  The University of Edinburgh
Bachelor of Commerce
Major: Business Studies
(Achieved with Honors)

INTERESTS

- ❖ Travelling (60+ countries)
- ❖ Cooking & Cocktail Making
- ❖ Skiing
- ❖ Theatre & Opera
- ❖ Interior Design

Daniel R. Clarke

Entrepreneur | Consultant | Senior Strategist | Senior Marketing Leader | Net Sales Accelerator | Brand Innovator | Team Leader & Coach | Diversity Champion

ABOUT ME

Seasoned and results driven business and marketing leader. Sharp strategist across business, brand, marketing, and innovation. Passion for 'story telling'. Trusted advisor to clients (independently and as part of an agency team). Proven track record in corporate world of driving top line growth. My achievements reflect my ability to understand what consumers want (insights driven), design a product / service to meet those needs AND monetize it via a compelling branded or value-added solution (plus healthy dose of "figure it out" and "get it done" mentality). I am curious and a quick learner with a growth mindset: I worked across a variety of "lifestyle" industries and believe my skills can be applied to a wide array of sectors inc. B2B. I'm passionate about building teams – to deliver results through collaboration - and a champion for diversity.

WORK EXPERIENCES

Freelance Consultant – Denver / Remote, USA

- *Freelance Strategy & Marketing Consultant: Fortune 500 – startups clients. Private Consulting tea-atfour.com; Management Consulting kineticcc.com*
- *Agency Snr. Strategist for strangerandstranger.com and jesterandgenius.com*

2021-
Present

Head of Marketing Pernod Ricard USA Incubation Brands + Diversity Leader

Pernod Ricard USA (PRUSA) – New York, USA

- *Managed portfolio of incubation brands for PRUSA, reporting directly to CMO*
- *P&L: 8 brands, ~300k 9Lcs, +30% net sales growth (some brands > +70%)*
- *Oversaw all planning, marketing & innovation, commercial fundamentals*
- *Led & coached team of 20 including 5 Brand Directors*
- *Diversity: 1 of 5 seats on company Diversity Council responsible for marketing diversity policy & ERGs; previously led Pernod to achieve first HRC 100 score*

2019-
2021

Brand Director USA, Malibu Rum & Seagram's Gin

Pernod Ricard USA – New York, USA

- *Responsible for leading US Marketing inc. TTL brand activation; led team of 5*
- *Full inter-agency team management; took ATL marketing to 100% digital*
- *P&L: 4m+ 9Lcs, \$275m+ net sales / \$50m+ A&P: Malibu grew +7% CAGR*

2016-
2019

Director Innovation USA, Pernod Ricard Brands

Pernod Ricard USA – New York, USA

- *Led design and launch of new vodka "Smithworks" with celeb. Blake Shelton from concept to product to full comms. toolbox, inc. COGS management*
- *Implemented stage gate process; led team of 5 & cross-functional teams 25+*
- *Established 5 year innovation pipeline for US market across all global brands*

2014-
2016

Global Innovation Director, Calvin Klein (Women's) & ck one Fragrances

Coty Inc. – New York, USA

- *Responsible for all new global fragrance innovations; led team of 5*
- *Led innovation "Calvin Klein DOWNTOWN": \$50m+ net sales Y1*

2012-
2014

Associate, Strategy Consulting

Booz & Co. (now Strategy&, part of PwC network) – Dubai, UAE

- *Developed strategic plans for B2B and B2C clients in multiple sectors*
- *Honed art of deep dive analysis and synthesis into board level recos.*

2010-
2011

Independent Consultant, Strategy & Marketing – Dubai, UAE

- *Real life entrepreneurial experience: rapidly developed client list and service offerings; sustained for 3 years; honed "client service mindset"*

2007-
2010

Brand Management, various inc. Pampers & Hugo Boss Fragrances

Procter & Gamble – Dubai UAE & Geneva, Switzerland

- *"Innovation" and "Activation" roles across European, Global & Middle East & Indian business units; led team of 3; learnt Brand Management 101 skills*

2007-
2002