

Justin Ogburn

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EXECUTIVE SUMMARY

Grocery retail executive and product innovation advisor with 25+ years of experience identifying emerging consumer trends, developing high-impact vendor partnerships, and bringing new products from concept to retail placement. Proven track record leading multi-billion-dollar merchandising operations, cultivating relationships across the retail and CPG ecosystem, and guiding early-stage brands through go-to-market strategy, positioning, and distribution. Combines deep industry expertise with a strong network of founders, buyers, and operators to build differentiated product pipelines and drive growth.

CORE COMPETENCIES

Innovation Strategy • Emerging Brand Development • Trend Identification
Merchandising & Assortment Strategy • Vendor Partnerships • Go-to-Market Execution
Consumer Insights • Cross-Functional Leadership • Strategic Growth

PROFESSIONAL EXPERIENCE

Head of Marketing & Business Development

Ensign Partners | January 2026 – Present

- Lead marketing and business development strategy for a consulting firm focused on small and mid-sized businesses, driving growth through strategic positioning and client acquisition
 - Advise business owners and executive teams on growth strategy, market positioning, and go-to-market execution across diverse industries
 - Identify patterns across client organizations to inform strategic recommendations, strengthening positioning, customer engagement, and revenue growth
 - Partner with founders and leadership teams to refine offerings, align with market demand, and improve scalability
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Vice President of Sales

Titus Transport | November 2023 – December 2025

- Led national sales strategy for a logistics provider serving major grocery and retail clients, driving revenue growth through strategic partnerships and expanded account penetration
 - Built and maintained executive-level relationships with key retail and CPG partners, strengthening position within complex supply chains
 - Identified new market opportunities and aligned sales strategy with evolving customer needs across retail and consumer goods sectors
 - Collaborated cross-functionally to align operational capabilities with customer demand and long-term growth strategy
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Founder & Principal – Product & Retail Advisory

MadMen Enterprises & Independent Consulting | 2021 – Present

- Advise emerging consumer product brands on go-to-market strategy, guiding products from concept through retail readiness and market entry
 - Leverage extensive grocery retail network to connect founders with decision-makers across merchandising and category management
 - Provide strategic guidance on packaging, pricing, positioning, and distribution to align products with retail requirements and consumer demand
 - **Facilitated retail placement of ADDY, a natural green coffee supplement, into Fry's Food Stores locations across Arizona and Circle K stores**
 - **Secured executive-level exposure for Vital Body with The Coca-Cola Company, positioning the brand for potential large-scale distribution opportunities**
 - Currently advising CocoLove, a coconut water beverage brand, on retail strategy and market entry
 - Supported multiple early-stage brands (Craftails, Martini Mates, Beyond Stone, Mesh Tech, PX40/40, Vital Body, ADDY) in developing retail readiness and go-to-market strategy
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President / Chief Administrative Officer

Copa Health | 2017 – 2019

- Led operations for a \$100M organization, driving process improvement, cost reduction, and organizational performance
- Reduced overtime expense by 64%, generating \$1.6M in annual savings

- Led strategic initiatives to optimize organizational structure, real estate assets, and operational efficiency
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Fry's Food Stores (Kroger) | 1989 – 2017

Director – Grocery & Liquor

- Led merchandising strategy across 119 stores, overseeing a \$4.4B P&L and driving category growth and profitability
- Developed and implemented merchandising innovations that increased sales by \$630K and improved profitability
- Collaborated cross-functionally to align product assortment with customer demand and market trends

Director – Business Development

- Designed and implemented customer and associate engagement strategies, improving overall satisfaction and participation across the division
- Developed innovative merchandising concepts that enhanced customer experience and drove measurable sales growth

District Manager

- Managed operations across 20+ stores generating approximately \$1B in annual sales
 - Led large-scale teams and executed merchandising and operational strategies across the district
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EDUCATION

Business Management & Organizational Leadership – College of William & Mary
Leadership Development – Cornell University