

VERONIQUE BEITTEL

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PROFESSIONAL SUMMARY

Entrepreneurial marketing and business professional with distinguished performance in the CPG and B2B sectors. Proven expertise in driving new product launches, forging strategic alliances, demonstrating thought leadership, and enhancing global brand visibility for Fortune 500 Companies and Startups.

EXPERIENCE

FLEMISH LION LLC, Richmond, VT

Founder & CEO, Oct '10 - Current

Hemp Brand Development, Global Sourcing, and Online Retail Expansion:

- Created Aurelian, a hemp clothing, skincare, and goods brand, sourced hemp products globally.
- Achieved Star Seller status on Etsy, indicating high customer satisfaction and operational excellence.

Meat Alternatives Brand Creation, Commercial Kitchen Establishment, and Logistics Management:

- Launched Green Slice and secured nationwide distribution with UNFI, KEHE, and PFG.
- Achieved 700+ retail placements at grocery stores, and successfully sold perishable food on Amazon.
- Built a commercial kitchen to produce plant-based meatballs and falafel from own recipe in Vermont.
- Managed Third Party Logistics providers, foreign food suppliers, brokers, and UVM interns.

Craft Liquor Brand Creation, Liquor Import and Wholesale Business and Regulatory Compliance:

- Created Diep9, secured placements at craft cocktail bars, liquor stores, and restaurants in ten states.
- Obtained a liquor import license from the Bureau of Alcohol, Tobacco, Firearms and Explosives.
- Negotiated exclusivity and pricing agreements with foreign distilleries and global logistics partners.
- Invited as a guest speaker to large industry events to lecture on Genever, the predecessor of Gin.

ROSETTA STONE Ltd. (NYSE: RST), Arlington, VA

Senior Strategic Marketing Manager, May '09 - Oct '10

Best Practices Sharing, Global Brand Consistency and Creative Conceptualization:

- Facilitated the sharing of best marketing practices and opportunities among global markets.
- Implemented strategies to maintain brand integrity while adapting to diverse market nuances.
- Managed advertising agencies in the production of global TV commercials and multi-language online product demonstrations. Conceptualized creative briefs for POS materials and media projects.

Product Marketing Manager, Aug '08 - Apr '09

Strategic Product Launch Planning and Cost Reduction Initiatives:

- Developed product positioning and competitor analysis for the launch of new software products and services globally. Point person for global marketing content, packaging, and product roadmap.
- Project-managed cross-functional teams to ensure the successful execution of new product launches.
- Proposed, managed the production of a global packaging plan, leading to a \$750,000 cost reduction.

CHIQUITA BRANDS INTERNATIONAL (NYSE: CBQ), Cincinnati, OH

Trade Marketing Manager, Dec '06 - Jun '08

New Product Launch and Global Campaign Management:

- Spearheaded the marketing campaign and global launch strategy for new product "Chiquita Fruit Crisps." Successfully managed a \$500,000 marketing budget.

Strategic B2B Consultation and Business Expansion:

- Consulted major clients such as Coca Cola, General Mills, Sara Lee, and McDonald's on fruit ingredient claims, resulting in securing 10 million pounds of incremental business.
- Conceptualized new products with 5aday, the FDA, the Rainforest Alliance, and the Culinary School.

Industry Recognition and Expertise:

- Lectured "The Global Smoothie Market" at the Australian Fruit Juice Conference.
- Demonstrated thought leadership by implementing Euromonitor, a global market research database.

COLGATE – PALMOLIVE COMPANY (NYSE: CL), Cincinnati, OH

Category Development Manager, Feb '05 - Nov '06

Top Performance and Recognition, Strategic Product Assortment and Planogram Design:

- Received the highest performance rating on evaluation, ranking the top 5% of 35,000 employees.
- Initiated and developed a new sales analysis optimization process. which was adopted nationally.
- Analyzed Kroger Health & Beauty Care data sourced from AC Nielsen and dunnhumby, made product assortment and shelf placement recommendations using planogram software.

SARA LEE CORP (NYSE: SLE), Cincinnati, OH

Category Development Manager, Sep '04 - Feb '05

Consumer Insights Analysis and Data-Driven Decision Making:

- Analyzed consumer behavior data, identified market trends, conducted post-promotion and pricing analysis, and presented category business plan to Kroger Senior Management quarterly.
- Secured a 5% market share increase by demonstrating the value and impact of proposed initiatives.

Trade Marketing Analyst, Aug '02 - Aug '04

Analyzed and Optimized Sales Performance for Strategic Retail Presentations and Category Reviews:

- Utilized IRI data to analyze major national refrigerated meat brands with annual sales of \$610 million.
- Delivered data-driven insights to field sales and conducted category reviews for Albertsons.

Marketing Intern, May '02 - Jun '02

- Aided in the execution of the marketing strategy, and new packaging for a new product launch.

EDUCATION

Bachelor of Science in Business Administration, Major Marketing, Jun '02

Artevelde College, Ghent, Belgium

PUBLICATIONS

CANNABIS: Your Ticket to Elevated Experiences, Jul '24

Discover how cannabis can elevate your lifestyle and provide therapeutic relief. Published on [Amazon](#)

The Easy Way to Eat Right, Jan '24

Your journey to vibrant health and delicious meals starts here. Published on [Amazon](#)

Genever: 500 Years of History in a Bottle, Jun '13

An illuminating exploration of Genever's colorful history as the precursor to Gin. Published on [Amazon](#)

LANGUAGES

Native in Dutch, Fluent in French and English.