

CRISTINA MARINUCCI

GLOBAL STRATEGY - INSIGHTS, DATA & ANALYTICS



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ABOUT ME

- Innovative and performance-driven Commercial Leader with a stellar record of achievement & knack for challenging paradigms and being a catalyst for change.
- Versatile expertise across Sales, Marketing, & Analytics - Excels at forging meaningful connections between retailers, brands, & consumers to create holistic media strategies that elevate shopper journeys & drive superior performance.
- Thrive in large-scale business transformations and high stakes change management scenarios.
- Innovative approach uniting subject matter experts across media, sales, e-commerce, insights, & data analytics to achieve unparalleled results by collaboratively developing actionable, data-driven strategies.
- Designer of impactful capability programs that translate insights into opportunities through storytelling, facilitation, & consulting.
- Admired for developing high-performance, highly engaged teams through a visionary, coaching, & pacesetter leadership style.



PROFESSIONAL EXPERIENCE

Mondelēz International

VP Global Shopper Excellence: Dec 2023 - present

Sr. Director Global Shopper Insights & Analytics: Dec 2021 – Nov 2023

Director Global Shopper Insights: Feb 2021 – Nov 2021

- Led Global Shopper Excellence Transformation with multi-year strategic Path 2 World Class Shopper vision & roadmap across People, Processes & Tools.
- Partnered with BUs on reinventing Omni tools such as Trip Missions, eCDT's, Sales Funnel, Picture of Success and P2P to deliver compelling category growth strategies to support V2030.
- Re-ignited the role of Shopper & Category in critical business processes (Revenue Growth Management, Joint Business Planning, Innovation, Perfect Store & Elevated Shopping Experiences).
- Drove insights to impact by deploying new tools (insights-led selling templates, stakeholder mapping, size of prize calculators & strategic problem frameworks) to advance Global Shopper capabilities.
- Built & embedded suite of BIC, proprietary tools for RGM (next-gen price elasticity & promo analytics, revenue pool analysis, smart pricing, iPPA, purchase structure & switching) into Commercial Planning process.
- Led Global transition to new Digital Shelf Measurement partner to move from data to predictive insights leveraging AI, automated optimization & expanded retail media analytics while realizing \$+1M in savings.
- Fueled development of more shopper-centric & incremental innovation model by embedding new category growth drivers, revising action standards & embedding w/in a joint value creation model.
- Led development of 1 unified E2E commercial growth framework integrating marketing efforts w/ sales objectives to deliver cohesive, penetration-led category & brand growth strategies through to customer activation platforms.
- Accelerated I&A digitization by identifying key automation opportunities for strategic planning & building long-term data & analytics roadmap which included demonstrating the impact of Retail Media on growth goals.
- Launched Global I&A Mentoring program to accelerate leadership development + Global Learning Ecosystem for personalized career development planning.
- Provide direction, coaching and consultation to team of +10 direct reports (65 total Globally).
- 2023 Path to Purchase Institute Women of Excellence Winner for Industry Impact

Johnson & Johnson (J&J)

NA Lead - eCommerce Insights & Analytics: July 2017 — February 2021

- Amplified launch of Neutrogena FMT and Acne innovations by prioritizing paid search investment across relevant keywords resulting in \$1.07 Search ROI (+10% vs. 2018).
- Developed an Omnichannel Search Diagnostic Tool to drive effective and efficient holistic search investments across Google and eRetail impacting over \$58M in 2020 planned search investments.
- Provided strategic guidance on 3rd party Business Models and (e)MAP Pricing to develop an eCommerce Pricing Strategy vs. B&M and strategic portfolio assortment strategy.
- Delivered industry leading digital shelf insights to accelerate eCommerce growth and win against digitally native Indie brands – drove conversion on Amazon +50% YOY; Improved search ranking (+22) across Beauty businesses; Delivered a \$4.35 ROI for Rogaine brand store on Amazon (+22% vs. YAG); Increased # of reviews across Baby & Beauty by +75%; Drove +20% NTG Makeup ROI.
- Accelerated enterprise capabilities by developing Digital Learning & eCategory Management leadership guides
- Multiple award winner: Best of Global Marketing Services leading foundational digital benchmarking and analytics; Carpe-Diem Award for speed & agility, and leveraging an innovative approach to uncover, then fulfill, an unmet need; Smarty-Pants Award for driving innovative methodologies and significant savings back to the business (+\$400K)

Associate Director, Strategic Insights & Analytics: July 2015 — July 2017

- Championed Trip Mission research from design to activation to develop basket-building activation strategies. Results included generating 11 new activations, +100 ideas, and incorporating into 5 bodies of strategic work.
- Established an exclusive cross-brand insights panel sourced from CRM registrants – an innovative tool leveraged across the business for turnkey insights and progressive profiling - realized cost savings of +\$200K Y1 and +300K Y2.
- Delivered high caliber analytics through Sales Effectiveness analysis to understand which tactics are driving the highest sales response as well as identified and developed priority media targets.
- Developed Customer Engagement Score model to help build look-alike models for targeting and guide online promotions and content for various CRM segments.
- Created first-party data cross-purchase analysis that drove data personalization strategy - influenced intelligent sampling program to drive +1 purchase & informed SEO, improving CPC & Conversion on Google + Amazon.

GSK

Sr. Shopper/Consumer Insights Manager: April 2012 — July 2015

- Led groundbreaking digital research identifying that acting on functional and emotional consumer needs influences digital engagement and physical shopping behavior alike - led to the evolution of GSK's digital investment and promotional strategies.
- Delivered compelling insights to Target that aided sell-in of engaging signage and improved shelf position for Therapeutic toothpaste.
- Provided virtual store test insights to support Walmart's Denture Care shelf reinvention, which helped GSK secure a category validator role for Denture Care, resulting in total Denture Care growth of +\$6MM with GSK brands growing almost +\$14MM.
- Synthesized learnings from market structure, purchase decision tree, and virtual shelf test to develop merchandising principles to drive next generation Lip Health shelving and grow the category by more than +5%.
- Founder and Lead of the Career Growth Network (Employee Resource Group) - Promoting talent development & career growth
- Multiple Award Winner: Amazing Women Award (2012, 2013, 2014); Bronze STAR Marketing Award - Innovation.

Retail Category Solutions Manager: January 2011 — April 2012

- Leveraged new path-to-purchase framework to deliver best-in-class next generation category POS merchandising on Lip Care, helping drive \$40MM in category growth and trial of Abreva.
- Provided thought leadership on assortment, share of shelf requirements and SKU financial productivity for Digestive Health category planning – increased share +0.5pts GSK, +0.3pts Digestive Health at Category at Target.

Analytic Partners / General Mills

Senior Consultant / Team Lead: May 2010 – January 2011

- Provided Advanced Data Analytics based, value-added consulting services focusing on marketing effectiveness (MMM), while supplying insightful recommendations, business planning support & training across all 6 General Mills BU's.

Reckitt Benckiser

Brand Manager: March 2008 – May 2010

- Developed pricing and distribution strategies/promotions; implemented 1 bait strategy in Wal-Mart, which delivered an incremental +\$2MM with flat trade investment.
- Developed new advertising campaign to modernize the brand image and communicate consumer-noticeable reason-to-believe, resulting in +37% lift vs. YAG.
- Led Global Product Development – launched 2 NPD's + 2 Line extensions, generating \$25MM incremental Sales.

M&M Mars

Strategic Insights Manager: February 2007 – February 2008

- Designed "Best in Class" custom shopper research for key accounts including Walmart, Target, Costco, and Meijer, in order to cause paradigm shifts in the way consumers engage within the redefined confections environment.
- Successfully managed \$1MM research budget for custom in-aisle architecture project.

Pernod Ricard USA

Senior Brand Analyst: October 2005 – February 2007

- Oversaw development and implementation of strategic marketing plans for premium spirits/wine by leveraging category insights as a competitive advantage.
- Launched new process for organizing & measuring key performance indicators on marketing objectives to maximize promotional spending and ROI to determine the optimal marketing budgets for managed events.

IRI/Circana - PepsiCo

Marketing Analyst: September 2003 – September 2005

- Effectively trained & assisted Pepsi's sales, marketing teams and Senior Management in analyzing and presenting syndicated/household data for decision-making, marketplace innovation and category management.



EDUCATION

June 2024 - Cornell Executive Education

Executive Omni Leadership (AI) Certification

May 2010 - NYU Stern School of Business

MBA, Summa Cum Laude (3.94 GPA) - Marketing, Global Management, Leadership & Change Management

May 2003 - Manhattan College

Bachelor Of Science - Marketing & Global Business