



Brian Hutton

Marketing and Product
Development Case Studies

Strengths and Passion

- 20+ years of industry experience
- A deep knowledge of foodservice competitors and channels
- A passion for the foodservice industry
- A love of international travel, spotting trends, and understanding cultures
- A unique ability to use creativity to solve problems
- An active listener who can capture the voice of the customer and use it to identify needed products and what is critical to quality

Product Management Experience

- Thrive in fast-paced, deadline driven, highly competitive environments
- Target launches of hundreds of SKUs per year
- Have developed and honed Stage Gate process for smallwares
- Developed shared tracking tool used by PMs, Sourcing, Sales, and Executive team
- Expert at strategic planning and developing product roadmaps that accelerate growth, but are nimble enough to react quickly to changes in customer and market needs
- Established 1:1 launch to SKU rationalized ratio
- Led annual SKU rationalization team
- Created and led weekly call with China Sourcing office to improve speed to market

Case Study 1:

Waste Management Segment Category Entry

- Identified opportunity to enter category with decline of #2 competitor
- Acquired retiring tools to jumpstart market entry
- Developed innovative manufactured products
- Added design driven vendor partner manufactured items
- Rounded the line with OTS purchased gap fill items
- Grew category to \$10 million+ in annual revenue within two years



Case Study 2:

Transportation Segment Category Entry

- Identified opportunity to expand presence in the category
- Developed innovative manufactured products (all plastic bus cart)
- Added design driven vendor partner manufactured items (utility cart, SS carts)
- Rounded the line with OTS purchased gap fill items (bin carts, J-carts)
- Created 1-color packaging artwork for pallet drop and C&C sales



Case Study 3:

Folding Cart Redesign/Value Engineering

- Discovered opportunity to enter category with expiration of utility patent
- Employed services of a local independent designer to reduce cost but control critical design elements
- Converted rotational molded components to injection molding to reduce cost and increase durability
- Worked closely with overseas vendor to ensure product quality
- Negotiated tooling cost split with vendor to keep CAPEX aligned
- Reduced cost/market price by 25%+



From this



To this



Case Study 4: Premium Cookware Gap Fill

- Revealed market opportunity to expand cookware line to include display cooking and serving (an untapped trend)
- Worked closely with overseas vendor to ensure product quality
- Used existing cookware bodies and OTS material/blanks, but created triple rivet ergonomic hollow handles to meet durability requirements of commercial market
- Added premium labelling for C&C and possible retail distribution
- Reduced cost 30% vs primary competitor (50% vs display serving competitor)



Case Study 5: Tabletop Innovation

- Identified opportunity in fast casual and polished casual markets for unique whimsical tabletop serving items
- Worked with local designers to reverse engineer and draw all SKUs in new materials
- Worked closely with overseas vendors to ensure product quality and timeliness
- Received FER tabletop award for innovation
- Featured on the cover of the Don Advisor
- Grew line to a multi million-dollar annual revenue generator



Case Study 6:

Gap Fill and Minor Mods

- Continually review new vendor products, customer requests, trade shows, and customer trends
- Added bread boards in acacia: reducing cost, increasing margin, and improving tabletop visual aesthetic
- Slightly modified existing OTS wire bowl design to match most popular foodservice sizes with no tooling cost
- Created melamine taco taxi to cost reduce current wire and SS versions and gain additional chain account business
- Reverse engineered market leading tomato corer and cost reduced by 50%
- With success of sheet pans as servers in sandwich, burger, and BBQ segments, added OTS SS and aluminum pie tins
- Negotiated US/EU exclusive with melamine vendor for an OTS line they launched at Canton fair
- Worked closely with existing wood vendor to create food box shrouds for prepackaged beverage service
- Curated a line of OTS melamine minis to replace ceramic or disposables



Leadership/Working Style – Customers/End Users

- Customers drive our business, so my top focus is to delight them by exceeding their expectations for quality, value, responsiveness, and delivery
- Work closely with Sales to ID target customers and categories for increased market penetration and execute growth strategies
- Initiate and lead regular calls with sales team
- Create NPD ideation channel with sales team and customers
- Meet at NRA, NAFEM, and dealer/buying group shows
- Travel with sales team to dealers and end users regularly to observe

Leadership/Working Style - Vendors

- Initiate and lead regular calls with overseas sourcing team
- Create NPD ideation channel with vendors
- Meet at Canton Fair, Hong Kong, Ambiente, IHA, HOST Milan, FHA, and other global trade fairs to build rapport and support the Sourcing team
- Add time to international trips to tour facilities and see showrooms when possible
- Support Sourcing team with timely and accurate information and defer to their expertise



Leadership/Working Style – Direct Reports

- Work with integrity and demand the same of my team
- Customer-centric
- Empower them to act
- Meet regularly to eliminate roadblocks
- Hands-on working manager
- Establish and track KPIs
- Create and improve internal business processes
- Have fun!

Marketing Experience

- Throughout my career, I have effectively supervised teams that create catalogs and literature to make sure that the information is accurate, consistent, and properly portrays the products
- I have created and led product and catalog launch webinars for virtually every major product launch to accelerate product adoption
- I make sure my Marketing Communications and Trade Show teams work closely with Sales and Product Management to curate the trade show products and presentations to ensure effective use of the space
- I employ proven social media tactics to start conversations with users of our products and to show products in use in order to increase brand identity and product demand
- I propose creating a podcast to discuss products, trends, and industry news and information to make your company a go-to resource for industry information

Conclusion

- I would love to have the opportunity to work with your team and support your successful go to market strategy
- I am confident that my experience and skill set will make me an asset
- I have worked closely with vendors and sourcing teams to develop products and have built many positive relationships over two decades
- I am passionate about foodservice smallwares and love developing and finding products that delight customers
- I have a history of finding trends, product opportunities, gaps, and niches that help companies innovate and grow



Questions?

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