

**Keith Neely**

VP - IT, eCommerce, &
Customer Support at
Mizuno USA

December 5, 2017, Keith
reported directly to Mark M.

It gives me the greatest pleasure to write this recommendation. Mark is a natural born leader who values people, processes, and technology. Over the last two years, I have had the immense pleasure to work with him on creating a digital marketing platform that elevated the Mizuno experience for both our retail partners and our end consumers. Under Mark's direction, we brought clarity to a marketing technology environment that had been haphazardly cobbled together and offered very little in terms of integration and efficiency. Highlights included the implementation of Salesforce CRM and the complete overhaul of our corporate website.

Mark's interpersonal style is built upon positive motivation and encouragement. His never-ending enthusiasm helped to reinvigorate our corporate culture while simultaneously elevating the Mizuno brand. He's an ideas guy who pushes his team to think beyond the realm of possibility. It's rare to find such positive qualities in an executive leader, especially one that is smart without being arrogant, adventurous without being perilous and dedicated without being single-minded.

As a leader, Mark earns my highest recommendation.

**Tyson Blocker**

Director of Strategic
Accounts at Mizuno USA

November 3, 2017, Mark M.
was senior to Tyson but didn't
manage directly

I have had the privilege to work with Mark O'Brien for almost 3 years. His leadership and "get it done" attitude were quickly noticed within our organization, by all employees. I was fortunate to be in a position where I was able to interact and learn from Mark on a daily basis. Mark's ability to not only build a brand but to do it in a quickly changing market is second to none. The consumer landscape is changing, that movement, while it may be a cause for pause for some brands it never paralyzed Mark. He changed the way the Mizuno brand approached the business and the changes he impacted will always live on at Mizuno.

Mark is phenomenal at talent recognition and he empowers those that are talented to do what they are best at, and is willing to take the time to help grow those people into more successful employees. He has a unique ability to develop people and he does so at any level of the organization. Mark quickly became the most respected employee at Mizuno and

his ability to lead the organization in a new direction during a very stressful time was remarkable.

Mark is able to see the positive in every situation or problem that arises and he faced them all head on with that same positive, let's get it done attitude.

In closing, I speak for many others that know Mark, which is, I would relish the opportunity to work again for Mark O'Brien, he is a born leader and his appetite for success is infectious, the type of leader you want to work for!

**Adam Albrecht**

Founder and CEO at The Weaponry LLC

September 14, 2017, Mark M. was a client of Adam's

Mark is a former coach and it shows. It's not like he walks around with a whistle and clipboard. But he energizes and motivates his team and partners like a great coach, with the most positive form of leadership I know. He draws up plans for great results and makes his team believe they are the chosen few who are necessary for the mission. I've seen him at work with three different organizations and his Culture-of-Can-Do has been a powerful force in all three. His can of Diet Mountain Dew is also always in full force. Which I think is Mark's equivalent to Popeye's spinach. I would work with Mark anytime, anywhere. Because I know we would have a clear mission, a great game plan, we would create great work, and have a lot of fun in the process.

**Geoffrey Tease**

VP of Client Success

August 27, 2017, Geoffrey reported directly to Mark M.

I have had the privilege to work Mark O'Brien since 2015 and began reporting directly to him starting in January, 2017. Mark made an immediate impact on the Mizuno brand by identifying and clearly communicating our Mission, Values, and Purpose and how we would use these principles to address the challenges that the brand and our industry were facing.

Mark made the Mizuno Brand our top priority and instituted a new structure that allowed for the organization to think, operate, and be seen as a Brand, capitalizing on the strengths of each of our product lines to enhance the awareness, performance and appreciation for our entire portfolio. He was able to accomplish this through the identification of our core values, stating our mission and purpose, and enacting them through clear and consistent communication and

creating the expectation that we are all accountable for executing these values in all of our actions.

Mark's leadership style was based on empowering everyone in the organization through the ideas of People, Planning, and Execution. His positive attitude and reinforcement of our goals and expectations made us all believe in our ability to achieve not only the Brand goals, but that all of us could succeed as individuals. His accessibility and willingness to make a personal connection to everyone in the organization reinforced our commitment to the core principles and desire to see the Brand succeed.

**Kimberly Hoey**

P&L Management |
Strategy | Marketing |
Brand Building |
Corporate Planning |
Consumer & Business
Insights | People Mgmt
August 24, 2017, Kimberly
reported directly to Mark M.

Not only is Mark unequivocally one the best direct managers I've ever had, he is one of the best business leaders I've personally witnessed in action as well. I feel privileged to have had the opportunity to work for and in partnership with Mark to drive the Mizuno business and build the brand. A key strength of Mark's is his vision, as well as his ability to rally an organization around a common mission to collectively deliver business goals, while living the values considered foundation to the company philosophy & purpose. Mark is highly creative and has extensive experience building brands which has benefited Mizuno. He also brought a new level of needed process and rigor to Mizuno to enable and necessitate a thoughtful approach to the business. With an eye to the external marketplace and focus on consumer behavior, Mark established new business practices that ensured a regular assessment of the business plan in context of ever changing external dynamics. He's a motivational speaker and received strong marks from the full organization for his communication methods and style. Lastly, he truly personally cares for his employees; I felt this without a doubt as his direct report. "People, Planning, & Execution" is Mark's mantra and he lived it out every day via his actions and words.

**Rodrigo Silveira**

General Manager Latin
America at Birkenstock
USA, LP

I had the chance of working with Mark for more than 2 years during which, in different roles, he has excelled as a business partner, leader and has truly contributed to the company and to those around him.

August 23, 2017, Rodrigo worked with Mark M. in different groups

During the last year, transitioning from COO to President of Mizuno, he has demonstrated tremendous leadership during difficult times, has empowered his direct reports and people to do better and has been able to challenge and change the company culture, preparing it and all its employees for the realities of a ever changing market place.

Mark's positive attitude and drive has inspired me and many to simply want to do better. His leadership style is something I believe could enhance many different companies and industries.



Ed Klein

Independent Business Owner

August 23, 2017, Mark M. was a client of Ed's

Mark is both a talented businessman and marketer and, importantly, a terrific leader.

He understands Marketing with a capital "M". Not just brand building, which he is extremely adept at from both a traditional and modern sense, but in a business building sense as well. His growth into the Presidency at Mizuno is a testament to that. Always looking for ways to expand and grow distribution consistent with the brands positioning or how to structure his organization for growth to product development and everything in between.

As a leader, he inspires others to reach their full potential, knowing when to let others lead and when to support with just the right teachable moment. He cares about his people and partners, and always operates with integrity. He's also a guy you just want to be around.



Seth Higdon

Director of Business Integration at Mizuno USA

August 22, 2017, Seth reported directly to Mark M.

If you are looking for a change catalyst, an individual that constantly strives for progress every day, then look no further than Mark O'Brien. When Mark arrived at Mizuno USA, the company was in desperate need of a facelift and he left no rock unturned when addressing areas needing improvement. Because he is an individual that realizes that people are a company's #1 asset, he prioritized spear-heading several cultural initiatives - including but not limited to the establishment of our BLEED BLUE values and the Mizuno Mission, Vision, Purpose statements. He understood that in order for the organization to operate more effectively, he had to push for key influencers to be more collaborative, in which he re-organized teams so the divisions and departments were

less isolated. His years of experience developing such brands across multiple categories, provided him with the understanding that in today's markets one must drive the BRAND. With this in mind, Mark re-oriented MUS to think about more than just the product being developed but rather how to drive and grow the brand through clear business strategies - the product being a component of the business strategy. Mark's ability to leverage his network to build partnerships and co-branding opportunities also resulted in new, affordable avenues for Mizuno USA to increase brand awareness; e.g. LakePoint Sports, Atlanta Track Club, Atlanta Sports Awards, BB&T Atlanta Open and the Braves and Mizuno Experience Center/Battery partnership established in the Spring of 2017, all of which have been ideal synergies for a consumer sporting goods company.

Mark's understanding of people - employees that work with him, potential and current consumers, vendors, corporate partners - allows him to be successful in steering any business. His unparalleled energy level, contagious positive attitude, and his willingness to truly listen to what others are communicating allow him to effectively negotiate and lead. Mark's value-based, servant leadership approach is a rare trait you find in leaders; in fact, this is what makes the difference between a leader and a manager. Mark will go the extra mile to coach and mentor his co-workers, which not only results in development of his employees, but a willingness for those people to go the extra mile for him.

Mark was the key driver of the strategies behind how Mizuno could re-position itself in a very disrupted sporting goods industry; he required the necessary due diligence and accountability in establishing such items as trade channel plans, product portfolio mixes, Go-to-Market calendars. He understands the importance of both measuring the results of strategies and tactics, as well as analyzing the consumers in the market.

His expertise in brand development and business strategy, complemented by his unwavering drive for progress and

exceptionally strong interpersonal skills, are but a few reasons why Mark O'Brien will be the business leader to brighten the future of any

**John Stacey**

President at Mizuno Canada Ltd.

August 17, 2017, John reported directly to Mark M.

I have had the opportunity to work with and know Mark personally for over 2 years. In that time, he has proven himself to have a strong work ethic, an uncompromising drive to achieve goals, and a relentless pursuit of creating new business opportunities utilizing his Brand marketing skills. Mark's an honest and straight shooting leader. His professional leadership style and focus on the human side of business provides those he works with an enjoyable and productive work environment. As a fiercely loyal father and family man, Mark provides leadership both in the market place and in his private life. Mark will make a great hire and I would have no hesitation in recommending him.

**John Petri**

Executive Creative Director at Seeking the right opportunity

August 17, 2017, Mark M. was senior to John but didn't manage directly

While Mark was the VP of Brand Management and Marketing, he hired me as the Executive Creative Director at Mizuno. Quickly, I realized that working under his leadership was the best move I could have made as he is a true inspirational and transformational leader. Anybody that has had the honor of working with Mark is keenly aware that "people and team" lead his list of priorities and he absolutely brings the best out of people.

While working for Mark, it was apparent he was destined for bigger things as we witnessed his advancement to COO and President in a short period of time. His well-rounded, strategic ability to lead the organization was proven as all facets of the business have noticeably improved.

It was astounding to watch the culture of the company catapult into positivity under his tenure. People came to work with purpose and began to interject new ideas. Mark made it possible for customers to finally value and trust our brand. Mark achieved drastic financial improvement for the company because of the visions and ideas that he put in place. As a result of his extraordinary leadership at Mizuno USA, Mark

impacted the office environment by restructuring the entire organization. He was able to place our team members in the right roles based off their strengths because he took the time and made the effort to get to know them. He helped form strategic partnerships with the Atlanta Braves, Lakepoint and East Lake and successfully launched the first Mizuno Experience Center in the U.S. Mark is truly a testament of hard work, dedication, passion and leadership.

Many times I left the office late at night and I would always see Mark's light on as he worked at his computer. He cares about people and is relentless in turning companies around ... best of all, he leads by example. If you are looking for the ideal person who can lead an organization, this is your guy!

**Mike Puccini**

Dynamic Business &
Brand Leader | Sr.
Marketing Director |
Brand Builder | Strategic
Planning & Execution |
P&L Results

August 16, 2017, Mike
reported directly to Mark M.

I have had the distinct personal honor and professional privilege to work directly with and for Mark for the last 2+ years. His business acumen and skill set combined with his brand management / marketing talent make him one of the most admired and respected executives that I have seen in my career. While Mark's business and marketing skills are undeniable, his leadership and "people first" approach are his greatest qualities. During my time working with Mark, he was tasked with leading the turnaround of an organization in a severely disrupted marketplace. Under Mark's leadership, the significant impact and visual, physical change throughout the organization, inclusive of business / financial performance as well as the overall culture was simply incredible. Mark's purpose driven approach, aligned the entire organization, both domestically and globally, with a sound strategic direction, followed by a thoughtful execution plan that turned around the company's financial performance in a very short period of time. I have grown exponentially, both personally and professionally, working under Mark, and for that I am eternally grateful. Mark is an outstanding professional and an even better person. Mark has successfully led the turnaround of our organization doing things the right way with the utmost integrity. I would absolutely welcome the opportunity to be able to work with Mark again...anytime and anywhere.

**Dharmattie Brush**

Director Human Resources and Organization Development at Ticket Alternative

August 15, 2017, Dharmattie reported directly to Mark M.

It's my absolute pleasure to write this recommendation for Mark O'Brien. Mark's philosophy of People, Planning, Execution with People being first, really changed the Mizuno USA culture to one that is warm and engaging. He made us feel valued as members of his team and because we were part of his team, we were no longer "employees" but team members. Mark is a dynamic, confident leader who possesses the unique ability to foresee, adapt and implement internal business strategy changes quickly as external market changes occur. His passion for what he does is contagious; he leads by example; he's supportive; he's a hands off leader who trusts his team but holds each team member accountable. I admire Mark's leadership approach – he's present, connected, consistent, a global thinker, an authentic listener and always curious. These are the traits that Simon T. Bailey (Author of Harness the Power of You, Inc.) says that makes someone a brilliant leader. Thanks for being our leader but more importantly my leader.

**Michael Hobbs**

Partner at Troutman Sanders LLP

August 14, 2017, Mark M. was a client of Michael's

I have the highest possible regard for Mark's business acumen, leadership skills and integrity. As the President of Mizuno, he has repeatedly led strategic, innovative, cost-effective marketing and sponsorship initiatives to increase brand awareness and return on investment for the company. Just one of many examples of this is the sponsorship relationship he created with the Atlanta Braves to become not only their official supplier of baseball gear, with prominent Mizuno signage at their new baseball stadium, but also the "Mizuno Glove Experience," which supplies fan kiosks for fans to rent ball groves during games, and the locations and opening of Mizuno's first store in North America at the retail and restaurant district created by the Braves.

**Becky Snider**

Demonstrated experience in creative business development and expansion strategies

August 14, 2017, Becky reported directly to Mark M.

Mark,

I wanted to take a moment to let you know what a tremendous honor it is to work with you. You are the most positive, goal oriented, driven individual that I have had the pleasure of working with in my career. You have a gift for encouraging an individual to strive for excellence, to reach their personal best

while truly caring about an employee as a person. A true gift of leadership!

I have had the pleasure of executing your vision of opening the first ever Mizuno Experience Center at The Battery/SunTrust Park. As we both know, the deadline for making this happen was quite short. At no time did I feel that I could not get this done, as you gave me structured goals and a very clear vision of what needed to be done. I knew throughout the entire extremely tight construction deadline that you were available to answer any question, offer guidance for problems that needed to be resolved and encouragement to keep reaching this incredible goal. No matter how busy you were with all the other items on your Presidential desk, you made time to listen and keep me focused on the end game.

In addition to my job as General Manager of the first ever Mizuno Experience Center, I have also had the honor of being on the Executive Leadership Team. As Mizuno has had to face the every changing retail sporting goods landscape, you set six strategic priorities, mandated 90 day rolling action plans by business unit to reach the strategic priorities. You redefined the meaning of Bleed Blue and the Mizuno culture. Our Mission and Purpose became so clear! It truly has been amazing to watch how you have motivated the entire Mizuno employee base to make these goals come alive.

I have learned so much in the last 10 months and I know I have grown as a leader and a future mentor.

With tremendous respect,

Becky Snider



Katsuyuki Makino

Finance & Business Executive • Global Experience • Leading Successful Strategy

Mr. O'Brien. We really had great business partnership beyond above the country and language. As soon as we met each other we exchanged the word "Do not think... Feel". We enjoyed working together respecting each other's "explicit" and

Development, Business
Growth & Teams

August 13, 2017, Katsuyuki
worked with Mark M. in
different groups

"tacit" knowledge and experience like having telepathy.
Mr.O'Brien has been and will be strong leader of the
multinational organization!

Makino



Bob White

Human Resources &
Organizational
Development Executive

July 10, 2017, Bob reported
directly to Mark M.

It is my distinct honor to provide a recommendation for Mark M. O'Brien. I have known Mark since approximately 2010. We initially met while I was conducting an executive search for a Vice President of Brand Management. While we did not join forces at that time, Mark and I remained in touch and, in 2015, we successfully recruited Mark to join Mizuno USA, Inc. in the aforementioned role.

Mark is a uniquely distinguished executive. He possesses the most clearly defined, well-articulated and sincerely held set of operating beliefs and principles that I've ever encountered. His simply stated, but powerful belief of "people, planning and execution" is a guiding mantra. His constant communication of this vision, combined with laser-like focus and follow-up on adherence to it, has provided a beacon to Mizuno USA, Inc. since Mark's ascendancy to the Presidency.

Mark is a talented executive who has demonstrated exemplary leadership skills and superior business acumen as a general business manager. Mark has been recognized early and often at Mizuno USA, Inc. First, his promotion to a newly created role of Chief Operating Officer after only six months was in recognition of his talent, leadership and potential. This promotion was consciously undertaken as part of a succession plan to prepare the organization for the eventual retirement of its President. During Mark's tenure as COO, it quickly became apparent that he was indeed the right person for the role and, in January 2017, he was appointed President and Officer of Mizuno USA, Inc.

It is a rare privilege when one has the opportunity to work with and learn from someone of Mark's caliber. More important though, is the privilege of working with someone who can define the success culture he wants and will an organization to

embrace and achieve it. This is exactly what Mark has done during his tenure at Mizuno USA, Inc. It has been my privilege to work with Mark and I endorse him without any reservation for any senior executive or C-level position. Any organization lucky enough to have Mark as its leader would reap deep and lasting benefits.

Bob Puccini

Proven President, Values Based Leader, Board Member

February 23, 2017, Bob managed Mark M. directly

One of the most important duties I've had as President of Mizuno USA, Inc, was to recruit, develop and endorse my successor after 20 plus years as President of this organization. I hand picked Mark O'Brien for this responsibility and carry the torch for this great organization, while "challenging the norms" in leading Mizuno USA's next chapter of success.

Mark is a "values based leader." This was an absolute prerequisite for this organization, as well as for me personally, in selecting Mark and gaining the Board's approval. His character, values and professionalism set the tone for the entire organization to which he fondly refers to as his teammates.

Mark has a clear vision and passion for the Brand and business and communicates it clearly, consistently and regularly to and with his teammates. Further, Mark has assembled a team of aligned and equally passionate members of his Leadership Team and has engaged them in a collaborative development of the Game Plan to achieve his vision, creating an "ownership" mentality (accountability) among them. Mark has earned the respect of his teammates and partners, not only in North America, but throughout the organization, including our parent in Osaka, Japan, whose history and embedded culture is nearly 111 years young. Mark has a savvy marketing instinct and brings creative solutions to Brand activation. This ability is especially crucial for this Company at this time, since Mizuno is in many ways out-resourced and out-scaled by its competitors. Further, the dynamic and fast paced changes occurring in the market, including both consumer behavior as well as channel shifts demand agility and adaptability, but always centered and grounded on a clear Brand vision and values. This is an area where Mark truly excels. Mizuno is in a "challenger" Brand

position. Mark possesses an innate mental toughness which sees possibilities where others may not. Marks' fresh view, a passion for the Brand and energy level sets the standard and tone for the rest of the organization. He challenges and inspires his team to be their best, bring creative solutions, and always with a sound business plan and ROI view.

Mark's impact is being felt as his plans and creative solutions unfold. He leads his team to deliver fresh, exciting new ways to activate the Brand and drive "engagement" across all major constituents. His strong belief in the value of a strong, aligned culture is evident throughout the halls of the organization.

Mark has brought his Brand vision to life in many new ways, including in particular, the physical offices of the organization. This has inspired his teammates to "see" and become further motivated to "embrace" the potential and excitement of the Brand Value proposition.

Marks' mantra is "People, Planning and Execution." This is evident in the quality of the team he has assembled and the initiatives he has embarked upon. I couldn't be prouder nor more thankful than for Mark to be "my successor."



Vince Eugenio, PhD
HCS CCMC CELDC

Founder at E & E
Squared

August 18, 2015, Vince worked with Mark M. in different groups

Mark O'Brien is the type of executive every talent development professional wishes for. He deeply believes in developing talent, and goes the extra step to involve HR as a strategic business partner. He sees value in cross functional collaboration. Mark provided some very thoughtful feedback on the refresh of our organizations values which were subsequently incorporated. I thoroughly enjoyed working with him in his role as CMO at our organization.



Allison Green

Habitat for Humanity
International :: Director,
Cause Marketing &
Workplace Giving

August 17, 2015, Allison reported directly to Mark M.

Strategic, dynamic, passionate...there are endless positive adjectives one could use to describe Mark. He possesses an incredible blend of intuition, business acumen, creativity, and insight that elevates absolutely everything he works on. Including elevating the team, brand and business overall.

As my manager, Mark made my career growth and development his priority and personally invested in my success. He provided fresh thinking and insights, and always had a door open for guidance and support. He encouraged me

to be a better planner by providing new ideas and perspectives. Mark simply always advocates for people and encourages processes that drive efficiency, accuracy and results. I am (without a doubt) a better strategist because of our time working together.



Missy Dugan

President & CEO

July 18, 2015, Missy worked with Mark M. in different groups

Mark O'Brien was wonderful to work with during his time at BGCA. He was committed to understanding our work in the field, and took time to know the importance of our mission.

He is a skilled marketer who brings a wealth of marketing experience to an organization.



Paul Kraft

Commercial Director,
Nespresso Professional
Japan

August 12, 2014, Paul worked with Mark M. but at different companies

Had the great privilege of working with Mark during the launch of the HoneyBaked Ham brand in Japan – its first international market. He was a tireless champion of consumer insights and how they overlay the brand architecture. His insights upon visiting Japan were invaluable to our launch! -Paul Kraft



Douglas Fleming

Regional Franchise
Manager at HoneyBaked
Ham

July 7, 2014, Mark M. was senior to Douglas but didn't manage directly

Mark was very inspirational in changing the way HoneyBaked Ham was marketing to it's customers. Mark was always open to new ideas, from anyone who wanted share their viewpoints. Under Mark's leadership he created a Brand Mission statement that became a major role in our marketing campaign. One of Mark's greatest accomplishments was creating the online Virtual Store. This website has allowed our customers to order HoneyBaked Ham products online. The focus was a win/win for company and franchise stores. Mark put together a marketing team that changed they way we marketed our products. Mark has outstanding leadership skills and competency. I really enjoyed every interaction I had with Mark. Mark's commitment to serving as Chief Marketing Officer really came through in his work. My time working with Mark was a great experience. Mark's has great character. Mark would bring instant success to any organization.



Chuck Bengochea

President & CEO at
Family Christian

Mark did an outstanding job at HoneyBaked. He has strong technical skills and he developed and executed marketing

July 6, 2014, Chuck managed Mark M. directly

strategies and plans that have resulted in transactional and revenue growth. Also, Honeybaked has a deep and talented marketing team because of Mark's recruiting and his investment in the team. I thoroughly enjoyed working with Mark.



Tim Geiken

Principal at Platinum Circle Partners

July 5, 2014, Tim worked with Mark M. but at different companies

Mark is an exceptional marketing executive who effectively bridges from strategy, to tactics; to measurable results. He understands the importance of stretching the marketing dollar, and delivers on both traditional and innovative methods for supporting brand messaging and growing brand strength.



Jennifer Crawford

Director, Off-Premise Sales at Fazoli's System Management, LLC

July 3, 2014, Mark M. was senior to Jennifer but didn't manage directly

Mark is a rare find within leadership in today's culture. He inspires his team to provide thought leadership, collaborate with all cross functional teams, and most importantly maintain integrity and respect while doing so. He is an innovative thinker with the ability to deliver results and drive growth in key sales areas. I had the pleasure of being a member of his marketing team for 3 years. Known for his transparency and professionalism, Mark is able to develop a team culture of accountability, respect and desire for success which resonates out into the organization. All while consistently delivering results that move the brand forward.



Michael Moore

Franchise Sales and Development Manager

July 3, 2014, Michael worked with Mark M. in different groups

Mark was able to understand the unique qualities of the HoneyBaked Ham organization and family and was able to bridge gaps that had kept us from being all that we could be as a Brand. His influence in difficult situations garnered the respect of divisional leadership, operations as well as franchisees. Mark brought hope with a plan and then executed to perfection that vision. Myself and our franchisees deeply appreciate the growth that came as a result of Mark's vision and strategy.



Tim Quinn

Strategy | Innovation | Leadership | Results

July 1, 2014, Tim worked with Mark M. in different groups

Mark brings his comprehensive experience in sports, general management, and marketing into building a brand. He is a great business partner.

**Steve Swanson**

Managing Director at
DigitasLBI

July 1, 2014, Mark M. was a
client of Steve's

Mark always pushed us for better thinking and a superior creative product. This push was very hard and trying at times, but Mark's character was above the other issues swirling around. Always felt I has a open and honest dialogue with Mark, which is rare in today's business environment.

**James Cooper**

Business Consultant at
HoneyBaked Ham

June 30, 2014, Mark M. was
senior to James but didn't
manage directly

Mark is very personable and approachable. I believe he has great ideas and his leadership skills are strong. He is also a great speaker and gets his audience involved during his presentations, whether they are small or large. It was a pleasure working with Mark over the last few years.

**Matthew McCord**

Sr. Director of Retail at
HoneyBaked Ham

June 28, 2014, Matthew
worked with Mark M. in
different groups

Mark is a talented and engaging leader that I have had the pleasure of both working with and getting to know. He is authentic, passionate about results and the consummate professional. Mark brings a wealth of ideas but also listens to others ideas about building long term strategies. I would highly recommend Mark to any organization looking for a talented, values-driven professional that knows how to deliver results.

**Scott Temme**

Owner at Tropical
Smoothie Café

June 23, 2014, Mark M. was
senior to Scott but didn't
manage directly

Mark was in a leadership position at HoneyBaked during my time there as a Franchise Business Consultant. He was excellent at communicating strategic marketing plans to the team and franchise owners. Mark is high energy, fun to work with, and builds relationships throughout the organization. I highly recommend Mark and hope we get a chance to work together again!

**Lee Griffin**

Franchise Owner at 5337
LLC dba HoneyBaked
Ham of Tulsa

June 14, 2014, Mark M. was
senior to Lee but didn't
manage directly

It has been a pleasure working with Mark he has brought new life and new ideas to HoneyBaked. It has been exciting watching our franchise system move from being leery of the marketing plan to becoming fully supportive and excited to see what's next.

Mark has done a fantastic job of growing his team. He has a great ability to work through his people letting them take the credit, building their confidence and skills in the process. Mark brings out the best in not only his people but anyone around him.

Mark is a confident unassuming leader, a great motivator and just an all around good person. I am better for knowing and working with Mark and HoneyBaked is better for all of Mark's contributions.



**Michael Esposito,
ACC, SPHR, SHRM-
SCP**

Vice President Labor &
Employee Relations at
XPO Logistics

June 12, 2014, Michael
worked with Mark M. in
different groups

Mark did a marvelous job building a world-class team of marketing professionals at HoneyBaked Ham of Georgia which, when combined with his (and their) high energy and creativity helped to drive awareness and, importantly, transactions.



Lianne Cornell

Director of Marketing at
iDisciple

June 11, 2014, Lianne
reported directly to Mark M.

Mark is an exceptional leader. He takes the best interest of his team and organization to heart in every decision he makes. He leads with passion and integrity and encourages the same drive from his team. Mark is a talented marketer who leaves no detail uncovered and no question unanswered. His thorough approach to marketing and innovative ideas, coupled with his dedication to his organization, made him an inspirational leader and a pleasure to work with.



Ted Asbury

Chief Marketing Officer at
Premium Franchise
Brands

May 1, 2014, Ted reported
directly to Mark M.

I've had the opportunity to work with Mark the past 2 years at HoneyBaked Ham and it has been an absolute pleasure. He is an exceptional marketer that consistently delivers outstanding business results through his thought leadership and collaborative approach. He is also the consummate coach and mentor for his entire team. His people-focused approach of management fosters both personal and professional growth. Mark is a true professional and a great person!



Jennifer Chasteen

Relationship-Driven
Marketing Strategist,
Brand Architect and
Cross-Functional Team
Leader

March 19, 2014, Jennifer
reported directly to Mark M.

An accomplished marketing strategist and brand builder, Mark inherently finds opportunity in the face of challenge, while motivating his team to deliver excellence. Beyond his considerable functional expertise, Mark's authentic and transparent leadership style fosters a culture of integrity and accountability, in addition to consistently delivering impactful business results. His tireless mentorship and "people-first"

philosophy encourages his direct reports to readily explore new skill sets and seek professional growth. Simply put, Mark is a phenomenal coach to work for and with!

**Lizzie Azzolino**

Senior Design Strategy
Lead & Integral Coach

March 2, 2014, Lizzie worked with Mark M. but at different companies

As an agency brand planner, it's a dream come true to work with clients who truly understand what it takes to develop a great brand (and great creative). Mark and I worked closely on a repositioning effort for HoneyBaked, and throughout the process he championed consumer insight, encouraged new ways of thinking and continued to push everyone involved to ensure we were making the best decisions. Perhaps Mark's best quality is that he truly wants everyone on his team (internal or external) to feel their voice is valued - working to gain alignment in a way that ensures everyone's contributions are part of the end product. Mark is a genuinely nice person, and a great leader - and I'd value the opportunity to work with him again.

**Grady Love**

HoneyBaked Ham
Franchise Owner | CEO
& Director of Business
Catering and Gifting

February 25, 2014, Grady worked with Mark M. in different groups

Mark assumed leadership of the Marketing team at Honeybaked during a critical time. As Chairman of the Franchise Advisory Council at the time, I interacted directly with Mark over a two year period. He demonstrated a passion for his work, strengthened relationships at the senior most levels of the company, energized his team and, in a word, made a difference! Somehow, in all of this, he seemed to have fun the whole time. An impressive individual!

**Bill Bolton**

Vice-President of IT at
HoneyBaked Ham
Company

February 25, 2014, Bill worked with Mark M. in different groups

Mark is an insightful leader who continues to take Marketing at HoneyBaked to the highest level. His ability to navigate both tactical and strategic objectives has allowed him to not only understand the uniqueness of the HoneyBaked business but, has lead to transformational changes in the way we seek to drive Brand Awareness and deliver the "The Worlds Best Ham" to our customers. In addition, his collaborative partnership with HoneyBaked's business units provides the foundation for success and alignment. I've worked with Mark for many years and always know that the future of our Brand is in excellent hands.

**Joe Snowden**

Marketing Executive

February 17, 2014, Joe worked with Mark M. but at different companies

Mark O'Brien is a high-impact marketer and quality human being.

In my role as agency leader, I've had an opportunity to work with Mark across a variety of programs and disciplines. He has a talent for visualizing and managing the complex, moving parts that comprise a successful business+marketing strategy.

Mark is a bridge builder – between client and agency, among the client's marketing service providers, and within his team. Mark provides thought leadership and consistent motivation, and he's relentless in his pursuit of optimal solutions from across the marketing universe. He's excellent at making sure marketing and sales metrics remain front and center throughout campaign development and execution.

Mark works very hard to put the brands and products he represents at the fore of the marketplace. He has a distinct acumen for establishing successful processes – I had an opportunity to work with Mark on brand development in a category that on its surface appeared highly saturated; by incorporating a variety of research tools (about which he is quite knowledgeable) and best practices, we collaborated to develop a customized process that was unique to the client's specific circumstance and needs, and which yielded a very impactful, successful brand positioning.

We also worked with Mark to develop from-scratch public relations strategies and to implement the strategies in a way that yielded market-by-market results exceeding those of every company in the competitive set. As a result, the role of PR in the client's marketing mix evolved - from ancillary seasonal tactic to proven long term investment.

Among senior marketers, one of the things I find most unique about Mark is his enthusiasm for innovation. Mark's experience has provided him with a strong grounding in the science of marketing, which he supplements on a daily basis by seeking out new information on new platforms and tools in

emerging fields. This enables him to field breakthrough campaigns that are also reliable and sustainable.

Along the course of our business relationship, Mark and I have become friends. He's provided me with valuable business counsel, he's the type of friend who will take a personal call on the weekend, and he backs up his friendships with action. Mark excels in the roles of marketing leader and ally.

**Peter Stanca**

Senior VP of Accounting and Finance at The Honey Baked Ham Co.

February 1, 2014, Peter worked with Mark M. in different groups

I've had the pleasure of working with Mark at HoneyBaked Ham for the past four years. In this time, Mark has always displayed the utmost professionalism and passion for the business. He's been instrumental in improving our insights into who are customers are and improving our brand awareness in the marketplace ultimately driving growth in key sales channels.

Mark is great person to work with and has always provided great assistance internally across all teams in the organization.

**Ami Huff**

Senior Director of Human Resources at The HoneyBaked Ham Company

January 21, 2014, Ami worked with Mark M. in different groups

Mark is a highly energetic and engaging senior marketing leader. He knows how to identify and recruit top marketing talent and he is a developer of his people and invested in their growth and success.

**Nancy Ellis**

Brand Innovation Manager at Arby's Restaurant Group, Inc.

January 16, 2014, Mark M. was senior to Nancy but didn't manage directly

Mark is a rare leader who serves as an inspiring mentor for our entire team. With a breadth of marketing experience spanning multiple industries, he challenges our team and the broader business to think innovatively in order to engage our target consumers and exceed our financial goals. These qualities most notably translate into his ability to motivate his team members to care about their work, collaborate effectively, and strive for success both personally and professionally. Although he's never one to draw attention to himself, Mark's natural transparency, integrity, and the respect others feel toward him are palpable. I owe Mark for encouraging me to

pursue my MBA, challenging me to push boundaries, and showing me what it means to be a truly inspiring leader.

**Ryan O'Leary**

Managing Director -
IKOR of East Cincinnati

October 25, 2013, Mark M.
worked with Ryan in the
same group

I've had the pleasure of working with Mark for the past 4 years as a colleague on several cross division and cross functional teams within The HoneyBaked Ham Company. During that time Mark has always demonstrated outstanding leadership, dedication, integrity and willingness to collaborate. He's brought tremendous experience and strategic thinking to every project we've worked on together.

**Molly Kesmodel**

Senior Vice President of
Stores at The
HoneyBaked Ham
Company

September 23, 2013, Molly
worked with Mark M. in
different groups

I have had the pleasure of working and learning from Mark over the last two years. Mark's deep understanding of consumer marketing along with his commitment to consumer research has resulted in new and deeper insights for HoneyBaked. In addition to his passion for growing the brand Mark also has a passion for ensuring he and his department provide the highest level of support and service to those that they serve. Mark's quick wit and boundless energy make every interaction an experience.

**Ken Higgins**

CEO, Owner at HaHa
Brands, LLC

September 22, 2013, Ken
worked with Mark M. in
different groups

I own multiple HoneyBaked Ham franchises and also serve as a member of the Franchise Advisory Counsel. In both roles I have worked directly with Mark. I have found Mark to be very committed and a positive, forward thinker. He has played a key role moving our system in a positive direction.

**Craig Kurz**

Glazer at The
HoneyBaked Ham Co. of
Ohio

September 19, 2013, Mark M.
worked with Craig in the
same group

Mark brings a strong pedigree of experience, energy and passion to work every single day. From high level strategic thinking, strong branding skills, consumer insights and the unique ability to bring teams of people together to align and advance strategic initiatives that truly benefit the business in meaningful, and importantly, measurable ways.

**Kristi Cobb Bullock**

Senior Director, Product
Marketing at Arby's
Restaurant Group, Inc.

August 13, 2013, Kristi
reported directly to Mark M.

Mark O'Brien is one of the greatest leaders I have had the privilege to work with. Not only does he consistently create and bring to life strategic vision garnering system results, but rarer in my experience is the passion and dedication he has

for his team. His desire for their professional growth and achievement is evident on a daily basis. Mark is a leader that truly cares, and he reaps the benefits by way of team dedication, effort and success. His impact on my leadership approach is something I'm grateful to be able to carry with me into future opportunities.

**Chuck O'Connor**

Business Development +
Marketing Strategy

August 4, 2013, Mark M.
worked with Chuck in the
same group

Mark is possibly the most ethical business professional I have met. The project he managed contained some moral challenges due to business dynamics and personal. Mark never sought logistical shortcuts that might have expedited work for the sake of ethics. He always seemed to make the "right" decision and sought what was good. The virtue of his approach was that his decision to be an enlightened leader led to efficiencies and overall business success. There are a handful of people I'd love to be able to work with, Mark is at or near the top of that list. Business is difficult because it operates in a world of probabilities. It benefits the team when a leader chooses a moral core from which to make decisions, rather than quick profit or personal glory. Mark is the type of moral leader that makes business contain the possibility for social good, not just marginal profit. I am very glad to know Mark and hope we get to collaborate again soon.

**Ken Bernhardt**

Marketing Consultant and
Regents Professor of
Marketing Emeritus at
Georgia State University

July 2, 2013, Ken worked
with Mark M. but at different
companies

Mark O'Brien is a consummate marketer. As a member of the HoneyBaked Ham Board of Advisors, I have had the opportunity to observe his work. It is strategic, creative, and effective. On top of everything else, Mark is a terrific person to work with, and he is a true leader.

**Robin Y. Bayless**

Vice President of
Marketing at TooJay's
Gourmet Deli

June 4, 2013, Robin Y.
reported directly to Mark M.

Mark is a great marketer and strategic thinker. He has an inclusive and open style in leading his teams which creates a positive culture and teamwork. He encourages his team to take leadership roles and is highly supportive throughout the process. His passion for leading great brands is evident and he taught me a lot about strategy and brand development. It was a pleasure to work with Mark and I highly recommend him.

**Sam Hosokawa**

VP, Patient Experience at Children's Healthcare of Atlanta

June 1, 2013, Mark M. was a client of Sam's

I've had the opportunity to work closely with Mark on two separate brand revitalization efforts. Each time, Mark showed why he is not only an incredible marketer, but also an exceptional leader. Mark is a disciplined, integrated marketer who embraces insights but also trusts his gut. He empowers his agency partners to do what they do best. He pushes for great thinking and great work but gives the team room to make it happen. He embraces diversity of opinion and genuinely wants to know what team members think about opportunities and decisions. He is poised under pressure and driven by doing things the right way. He is able to effectively communicate and gain consensus on key decisions with leadership teams. Lastly, to say that he is a motivator is an understatement. His positive attitude is infectious. His successful track record speaks for itself and I'm more than happy to speak with anyone about Mark's abilities as a marketer and leader.

**John Ross**

President & CEO, IGA

May 6, 2013, Mark M. was a client of John's

Mark is a talented, engaged, strategic marketing leader. He understands the process of strategic plan formulation, marketing campaign development and advertising implementation, always linking tactics to the overall strategy.

He is an excellent communicator, and works well across different functional areas, teams and outside agencies. He has strong negotiating skills and knows how to sell big ideas into complex organizations.

I would highly recommend Mark to anyone looking for a talented marketing strategist who knows how to work with people - and how to get results.

John Ross

President, Inmar Analytics

**Brad Todd**

40+ Year Marketing Professional

April 24, 2013, Mark M. was a client of Brad's

Mark is a very focused and hands on marketing leader. He knows where he is taking the company and how he is going to get there. He confidently rallies both internal and external resources to accomplish his objectives. Mark is also an

excellent communicator, motivating all his constituents to be their absolute best and insuring that they are all on the same course. I'd sure love to work with Mark again!

**Juan Alfonso**

Vice President, Drama Development at ABC Studios

April 21, 2013, Juan worked with Mark M. but at different companies

Smart, strategic and decisive. Strong execution of marketing programs from the macro level to the details. Works well with agencies.

**Betsy Brown**

EVP, General Manager at Cramer-Krasselt

April 14, 2013, Mark M. was a client of Betsy's

Mark is a strong collaborator and consensus builder. He provides sound, strategic direction to his marketing partners and is a pro at evaluating agency work, mindful of the agency process of developing creative; assuring that work is on strategy.

**Kevin Smith**

President & COO at IQ | Living The Dream

April 10, 2013, Mark M. was a client of Kevin's

Mark is a smart, strategic marketer with deep expertise in brand development. At HoneyBaked, I saw him skillfully manage a complex mix of branding, positioning, product marketing, and public relations. He also led the marketing operations behind the brand, working closely with senior leadership, while overseeing a diverse staff, and investing in research that helped move the brand forward. He has strong strategic strengths around advertising and marketing, pushing for digital innovation where it makes sense for the brand and audience. Aside from his professional strengths, Mark is extremely passionate, loyal, and a great guy to be around – even though he is a Packers fan.

**Charlie Frenette**

Owner, First Step Group Inc and Marketing and management Consultant

April 10, 2013, Charlie worked with Mark M. in different groups

Mark demonstrated real passion for the business and the brand he managed. I worked with him to develop brand plans and he led his team to embrace critical thinking and the development of deep insights which formed the basis for consumer communication development critical to the brands' turnaround.

Mark developed solid relationships with marketers and field personelle alike and he used these relationships to better

understand marketplace reality and to facilitate sell in of programs.

I find Mark to be professional, thorough thoughtful and a driver... able to lead a small team in alignment with his vision



Bill Morgan

President at Johnsonville Sausage

June 22, 2010, Bill managed Mark M. directly

Mark is a results oriented marketing professional with a solid foundation in brand marketing. He is a strong leader with a passion for brand building. Mark has extensive experience in brand architecture, strategic planning, advertising, and business development. He was also a pleasure to work with.



Eric J. Hansen

Customer Advisor II at Acosta Sales & Marketing

March 23, 2010, Mark M. worked with Eric J. in the same group

I highly recommend Mark as a skilled strategic business leader. Mark and I worked together when he was a Group Marketing Manager at Johnsonville. We worked together on numerous projects. I observed Mark consistently lead others (Marketing team members, internal partners and agencies) to successful business outcomes. Mark is an outstanding leader!



Tracy Murphy Paukstys, ACC, CPC, ELI-MP

Sr. Marketing Director / Executive, Leadership & Career Coach

February 4, 2010, Tracy worked with Mark M. in different groups

Coming into Johnsonville over a year ago I was truly impressed with the level of strategic and creative thinking Mark was able to bring to the marketing team at Johnsonville. From an Insights perspective Mark is one of the more collaborative partners I've had the opportunity to work with. It was through this collaboration and his strong ability to think strategically that we were able to develop an enhanced, more consumer centric approach to marketing at Johnsonville.



James Huston

Director U.S Retail Sales Team at Johnsonville Sausage

January 15, 2010, James was senior to Mark M. but didn't manage directly

Mark is a tremendous asset to the Johnsonville team, not only can he visualize and create change he knows how to implement it through people and teams. Marks' impact on the organizational will be measurable for years to come.



Gus B. Fernandez III

Senior Sales and Operations Leader

December 24, 2009, Mark M. worked with Gus B. in the

While working with Mark, he was instrumental in the development and execution of retail programming including couponing and mail-in-rebates. He would also bring other consumer product partners to blend programs with our

same group

products that were channel specific that would meet brand direction and strategy. These programs were effective in the areas of push marketing tactics as well as provide strong sales tools for our DSD partners. Mark would also follow up on the execution of these programs in the field working directly with our DSD partners to insure strong execution performance. Marks dedication and work ethic earned him the respect of his colleagues and the distributor network.



Jim Mueller

Group Marketing Director,
General Manager at
Johnsonville Sausage

December 6, 2009, Jim
reported directly to Mark M.

Mark is a results-oriented Marketer and Coach. He has broad, deep knowledge of Marketing - a real feel for the balance of art and science. He is also an exceptional coach and strategist. I enjoy working with him, whole-heartily endorse him and know he will drive exceptional results in any situation.



Bill Averill

Field Marketing Director -
MillerCoors

October 22, 2009, Bill worked
with Mark M. in different
groups

Mark is a strong strategic thinker who has a deep understanding of how to develop impactful marketing platforms and deliver them into meaningful strategies and actionable tactics. He is strong team leader how has the ability to work well cross-functionally across multiple stakeholder groups.



Susan Stearns

EVP, Director of Account
Services, Laughlin
Constable

September 2, 2009, Mark M.
was a client of Susan's

Mark is my client on the Johnsonville Sausage business. Mark is a sound strategic thinker and an excellent director of marketing. He and his team had a strategic vision to re-position the Johnsonville sausage brand to go beyond just brats. He helped the team at C-K bring that vision to life by developing some ground-breaking and sales driving creative work on the "Ville" campaign. As his advertising agency partner, we appreciated his willingness to treat us as an integral part of the team and his drive for great creative work that was based on real, emotional consumer insights that truly "changed the category conversation".



Amber Brandimarte

Director of Innovation at
noosa yoghurt

August 26, 2009, Amber
reported directly to Mark M.

Mark is an inspiring leader and exceptional marketer who has a track record of driving results throughout the organization. He is a thought leader who consistently acts with courage and integrity. Mark is a gifted strategic thinker and problem solver. At Johnsonville, Mark has been instrumental in implementing a

strategic planning process that fosters a shared vision and cross functional collaboration. He has also worked tirelessly to elevate the Johnsonville brand via an integrated advertising campaign.

I reported to Mark for just over a year and found him to be a supportive manager who empowered me to make decisions. As a manager and coach Mark brings out the best in his direct reports, inspiring growth and development. Mark is genuinely interested in helping people succeed and will go the extra mile whenever necessary.

**Eric Staples**

Brand and Innovation
Strategist

August 21, 2009, Mark M.
was a client of Eric's

Mark has always been right near the top of my "favorite clients" list. Not only is he just plain fun to work with, his ability to strike the right balance between understanding strategic and operational considerations while also providing freedom to explore truly creative solutions to a challenge has impressed me – and has helped me do my job. He encourages passion and push for an idea, and always provides well-considered feedback. Mark is all about empowering people, and that dynamic is what makes our relationship feel truly like a partnership.

**Benjamin Schnelle**

Business Leader &
Innovator

August 20, 2009, Benjamin
worked with Mark M. in
different groups

During my time working with Mark at Johnsonville, I've been regularly impressed by his ability to work well with a variety of individuals and teams in a truly collaborative effort. He consistently seeks to improve results and create energy behind 'new and better' concepts through team members' ideas and expertise and does a great job of listening and asking questions to come to quality, mutual solutions. I highly recommend Mark as a true professional with great work ethic and someone whom I would be happy to work for.

**Jamie Schmelzer**

Integrated Marketing
Director, Johnsonville
Sausage

August 18, 2009, Mark M.
was a client of Jamie's

Mark has the vision to see where an organization needs to go and the skills to blaze the trail. He doesn't accept status quo if he doesn't feel it's in the best interest of the organization. He's great at identifying where change will lead to better results. Then he taps the right resources to collaborate in bringing about that change. The results speak for themselves. His drive

and enthusiasm are infectious and his commitment to continuous improvement makes everybody around him better.

**Cory Bouck**

Regional Business
Director - Asia Pacific at
Johnsonville Sausage

August 18, 2009, Mark M.
worked with Cory in the same
group

Mark is absolutely committed to smart growth through building the brand. I have worked with him as a peer on the marketing team, and I have worked with him as an internal consultant as he navigated the waters of difficult but crucial conversations among peers and seniors. Mark is a leader that stretches and grows his team to achieve their goals, and he does so with a spirit of fun and candor.

Ryan Pociask

Vice President

August 17, 2009, Ryan
reported directly to Mark M.

I've had the pleasure of working directly with Mark for almost 3 years. I can't say enough about his skill as a leader of people. Mark is very attuned to the human side of leadership - blending open and honest dialogue with the freedom for his team to learn and grow. On the strategic side, Mark has excellent vision, focuses on the big picture and is steadfast in his commitment to results oriented marketing. Mark is right at the top of the list when it comes to people I'm proud to work with or for. I give him my highest possible endorsement.

Dean Blanke

Director Supply Chain at
Johnsonville Sausage

August 17, 2009, Dean
worked with Mark M. in
different groups

I've worked with Mark at Johnsonville Sausage for the last few years. Mark's just gets marketing. He's able to create strategy easily. He was instrumental in developing our _____ville campaign. Aside from his technical excellence he is also a person of great character and works well in a team environment. I strong recommend Mark

**Jim Romlin**

Brand and Media
Strategy Development
and Consulting

August 17, 2009, Mark M.
was a client of Jim's

Mark is an innovative marketing professional who is open to divergent thinking and ideas. He keeps a level head and is focused on the objectives at hand; both short and long term. He has been successful at creating an inclusive team spirit and environment where individuals are encouraged to excel. He demonstrates the characteristics of a leader through his communication skills, demeanor and intelligence.

**Chris Preston**

EVP, Creative Director,
Principal, Preston Kelly

Mark O'Brien is an incredibly buttoned up detail oriented marketer with a big picture sensibility. He is a team player and

August 17, 2009, Chris worked with Mark M. but at different companies

has that rarest of commodities in an incisive business mind...creative taste.



Lance Ness

Owner, Churchkey Consulting

August 17, 2009, Lance worked with Mark M. but at different companies

Mark's affable demeanor and rigorous intellect are a unique combination. While working with Mark, even the most prickly business challenges seem effortless to solve.



Michelle Hayward

Founder, CEO, Bluedog Design - Top front-end innovation, brand strategy & design consultancy

August 16, 2009, Michelle worked with Mark M. but at different companies

Mark has been an impressive leader in his business endeavors. I've watched him successfully choose partners, develop a brand vision and execute against it in a short period of time. Additionally, he's enjoyable to work with and provides a good amount of support along the way.



Paul Stiff

Regional Alliances Manager at MillerCoors

August 16, 2009, Paul managed Mark M. directly

This letter is to serve as my formal recommendation for Mark O'Brien.

During his time at Miller Brewing Company, Mark had demonstrated a strong work ethic and a tremendous dedication to success. His efforts produced high quality results, while leading multiple brands and regional program in a variety of positions. Mark created many and successfully implemented marketing plans for his respective roles national and regional imperatives, managed a regional distributor network, and was an instrumental contributor to his unit for achieving the high sales, volume, and profit results. Mark was instrumental in developing team-based programming with his marketing teams and collaborated with all departments to capitalize on brand opportunities while achieving key objectives. Under Mark's guidance, he managed several multi-million dollar marketing budget and delivered a positive mix of effective spending and a return on investment for most programs.

I feel that Mark has developed the skill set to be a top marketing and sales professional. In addition, he is a leader of

people and these leadership abilities are effective for a variety of diversified business settings. If you have any questions regarding Mark or this recommendation, please contact me.

Sincerely,

Paul Stiff
Marketing Services/Alliance Manager
MillerCoors
3000 Internet Blvd., Suite 400
Frisco, TX 75034
Stiff.paul@millercoors.com
214/618-7417

**Robin Austin**

The NOW Connection
January 21, 2009, Robin worked with Mark M. in different groups

Mark is a very innovative and progressive leader. He is not afraid to push the system in order to get things done. Very strong strategic and conceptual thinker. Very much a team player, people love working with him.

**Leif Olsen**

Director Strategy and Field Operations at MillerCoors
January 15, 2009, Leif reported directly to Mark M.

Mark is an outstanding marketer with the ability to drive big, game changing ideas through the organization. His marketing experience crosses, brand, strategy, promotions, event and field which provides him valuable skill base in running businesses. He provides vision and leadership to his team that motivates and drives results. He has excelled in every position he has held. I highly recommend Mark for leadership marketing roles.

During his time on the Icehouse, he returned the brand to profitable growth, even though the segment continued to decline. This was achieved through a disciplined approach to re-positioning the brand, relentless effort to align and gain support within the organization and distributor network and the ability to develop and deliver breakthrough and innovative integrated marketing programs.

**Katie Rinka**

Independent Stylist at Stella and Dot; Dot Family of Brands

I had the pleasure of working with Mark for over 6 years. He was one of the best clients an agency could ask for. We worked together as a team to conceptualize overall

January 13, 2009, Mark M. was a client of Katie's

programming as well as solve incoming issues. We were true business partners. Mark leadership was unmatched. His drive for success was apparent in his working style and programming. His inspiring work ethic resonated with everyone he worked with. Simply put, Mark was a great client and I would welcome the opportunity to work with Mark again in the future.



Jesse Bayer

SVP, Group Strategy
Director

January 9, 2009, Jesse worked with Mark M. in different groups

My agency's nickname for Mark was "Coach" because he had an uncanny ability to manage multiple agencies and their respective personalities toward the achievement of lofty goals.

I consider Mark to be a person of great integrity and one of the finest clients I've ever had the pleasure of working with.

If given the opportunity, I would welcome the opportunity to work with Mark again.



Garrett O'Shea

President and CMO at
PockitShip Inc.

January 6, 2009, Garrett worked with Mark M. but at different companies

I had the pleasure of working Mark O'Brien several years ago when he was at Miller Brewing Co. Mark was my client for over a year and was one of the best clients you could ever ask for. He is intelligent, business minded, creative, and realistic, (which is important in my business). Most importantly Mark understood the true meaning of partnership. Never did we feel like we were working for Mark but we were working with Mark. His ability to lead teams and get his agency partners to collaborate and work toward the common goals demonstrated his leadership. He is as fair and stand up a person as they come. During the time we worked together under Mark's leadership we saw growth in the brands he was managing. Always faced with challenges he took over brands that were in a downward spiral and he managed to level them off and start a slow upward sales trend in a short period of time. He used budgets wisely and made sure all of his partners were also budget minded while never sacrificing quality. Our team believed in Mark and what we were doing. Bigger budgets at the time would have been nice but it could never replace the passion Mark had. When it was all over lasting relationships were made and I can say to this day I hope to once again have the privilege of working with Mark O'Brien. I would

recommend Mark for any position because I know first hand what a positive impact he can have on people.

**James T Wright III**

Sr. Director of
Commercial Operations
at MillerCoors

January 4, 2009, Mark M.
worked with James T in the
same group

Mark is a very dynamic marketing talent. During my tenure working with him at Miller we worked together on a new packaging roll-out for Miller Lite. He was very detailed oriented and always delivered his projects on time and on budget. He worked especially well in the cross-functional atmosphere that was required to deliver this project. He was especiall adept and understanding his customers needs through the sales organization and delivered excellent selling tools to allow the organization to sell the benefits of the new packaging to distributors and retailers.

**Kim Parlett**

VP Service and
Operations at WealthVest
Marketing

January 2, 2009, Kim worked
with Mark M. in different
groups

His job as Icehouse Brand Manager not only required him to be very skilled in the corporate brand management world, but also to get his hands dirty on a local sales and marketing level with distributors and retailers. He did both well. Whether presenting to the CMO of Miller or having a beer with a local distributor as he discussed a new program, he listened, asked questions to understand all sides of the coin and adjusted if necessary to find the best solution. He is also a great person!

**Manny Flores**

CEO, LatinWorks
Marketing

January 2, 2009, Mark M.
was a client of Manny's

Mark is a very experienced beverage marketer who makes decisions and gets things done. He is self motivated, a real 'doer' and very professional. Mark has the 'eye of the tiger' and will make things happen.

**Shaun Brown**

SVP - Growth &
Innovation at Momentum
Worldwide

December 31, 2008, Mark M.
worked with Shaun in the
same group

Mark is a superior brand marketer that understands all aspects of the marketing disciplines that impact a brand's performance. It is his understanding of field marketing and execution, brand positioning and planning, media plans and creative development, retail activation, as well as consumer and shopper engagement that make him an invaluable asset.

Not only is Mark a great marketer, but a relationship builder too. He builds trustworthy relationships with peers, senior leadership, and clients that result in better results for any project. This skill extends across the aisle to build bridges with

sales and marketing; he has a keen understanding that a good idea is nothing without great sales execution.

**Ryan C. McMullen**

Director, Field Marketing
at Constellation Brands

December 31, 2008, Ryan C.
worked with Mark M. in
different groups

I worked with Mark for several years on the Miller agency and client side and was able to see him grow his skills and advance all the way to Senior Brand Manager on our flagship brand, Miller Lite. Mark always demonstrated a solid grasp of brand strategy and consumer insights. He understands how to take sales data, consumer trends, brand targets and goals, and meld them to develop creative and sustainable marketing programs that will advance the business on all fronts. He is also a great partner to work with and understands that collaboration is key to success in this business. I would recommend him for any brand marketing leadership position.

**Grant Leech**

VP Brand Marketing at
U.S.Cellular

November 3, 2008, Grant
was senior to Mark M. but
didn't manage directly

Mark is a passionate and conscientious brand leader who made a name for himself at Miller by championing his brand, delivering more than was asked of him and connecting very well with all of his customers.

**Lyle Zimmerman**

President & Chief
Creative Officer

October 29, 2008, Mark M.
was a client of Lyle's

Mark increases sales. A lot. No question, Mark is undoubtedly the best Marketer I've ever worked with. He's unrivaled in his ability to scan the market, identify what's required to dominate, and then position his brand to OWN the leadership slot. And if necessary, Mark will not hesitate to completely redefine a category with the impact of his brand.

Because I've been privileged to work with Mark on multiple campaigns, I'm even more impressed by his instincts to approach each brand anew, not complacent to merely settle on formulaic pretense or "what worked before." Mark uncovers exactly what's needed "now" and for future success.

Beyond his own performance, Mark is a true Brand Ambassador. He unites multiple agencies like no one else I know. He will bring Branding, Digital, and Promotions agencies together to collaborate for the good of the Brand in a way that produces synergistic, breakthrough results few marketers could ever hope to achieve.



Tiffany Willard Dodson

Entrepreneur | Franchise Expert- Helping Others Achieve the Dream | Brand Management

October 28, 2008, Mark M. worked with Tiffany in the same group

Mark O'Brien is a leader who pilots a brand in tough times as well as growth spurts. Mark's tenure at Miller shows his ability to work with a range of resources and produce the extraordinary results. Mark offers a range of skills from working with local teams to leading national brands including strategic brand planning. Mark is an asset to any marketing team that seeks growth.



Joanne Noltner

Manager, Strategic Sourcing at MillerCoors

August 20, 2008, Joanne worked with Mark M. in different groups

Mark is a great brand manager with a smart business head. He has appreciation for details and other disciplines outside of Marketing and takes the time to listen and learn from others. He's not afraid of change and making decisions. He has a positive approach and a good sense of humor.



Patrick Meyer

Innovator & High Net Worth/Luxury Guru

June 21, 2008, Patrick worked with Mark M. in different groups

Mark is outstanding--having been a long time client and as friend over time. he builds and drives brands, he is results focused, he is a leader. he spearheaded one of the biggest business building initiatives for the Miller flagship, Miller Lite. He is a young leader who you want on your team.



Bennett Dixon

Brand Marketing Executive

June 17, 2008, Bennett worked with Mark M. in different groups

Mark has extensive marketing experience, from classic brand management and sports marketing to packaging and promotions. Mark's analytical mind, ambitious intellectual curiosity and personable manner, make him a fine manager and a valuable colleague. He'd be an asset to any team, especially one that prizes collaboration, initiative and innovation.

Joe Hart

Assistant General Manager - Operations Nashville Sounds Baseball Club

June 17, 2008, Joe reported directly to Mark M.

Mark was a great mentor for me as I started out my career in Minor League Baseball. I had the opportunity to work directly work with Mark and he took the time to explain and show me the various aspects of the business. His willingness to be a teacher has certainly had a positive impact on my own career path.

He is a very detail and goal oriented person that takes the necessary steps to make sure he gets the job done. He is a

good communicator and he possesses a very personable demeanor. My time working for him and with him was a rewarding learning experience.

**Tom McLoughlin**

President, Magic Sliders LP | founder at framing llc
June 11, 2008, Tom managed Mark M. directly

Mark was the ultimate go-to-guy that someone could want as part of their team. He possessed the ability to understand the key strategic levers that needed to be pulled in fundamentally repositioning a brand, finding the resources to make things happen, inspiring his team and agency partners to take action and always, always delivering or over-delivering. In short, I would want him leading or a part of any team, anytime.

**Tom Bick**

Vice President Marketing at Duluth Trading Company
June 10, 2008, Tom managed Mark M. directly

Can't say enough good things about Mark. Truly one of the hardest working guys I have had the pleasure of meeting. Always professional and always trustworthy. With Mark, you point him in the direction you want to go and get out of his way...he will overdeliver and blow you away. Mark has great sales, marketing, advertising, promotions experience and instincts.

**Michael Shea**

Industry-Accredited Marketing Executive Providing a Creative Management Style to Problem Solving & Delivering ROI Goals.
June 9, 2008, Mark M. worked with Michael in the same group

I hold Mark in the highest regard when it comes to marketing. He really takes the time to understand his audience and develops appropriate programming that drives sales.

**Jackie Woodward**

Chief marketing officer
June 8, 2008, Jackie reported directly to Mark M.

Mark is a forward-thinking manager who marries his grasp of business knowledge with creativity to achieve results. He is a tireless worker with a quick instinct and leadership capability. He also builds peer networks effortlessly.

**Charles Whitt**

Marketing Manager
June 6, 2008, Charles reported directly to Mark M.

Carpe Diem! That sums up Mark O'Brien to a tee. I have never worked with anyone like Mark and I doubt I ever will. He is the most positive, hard working, creative person I have professionally known. We accomplished so much together that

it is difficult to summarize. Suffice it to say, I would work with Mark again anytime, anywhere.



Heather Knapp

President at
GERTRUDE, INC., OZ
MFG. COMPANY, &
RAYE

June 5, 2008, Heather worked with Mark M. but at different companies

I worked with Mark as a member of the Agency hired to lead promotional marketing efforts for the brands he managed at Miller Brewing (at the time, I was the Account Director overseeing his client business). Mark is a highly conscientious, passionate and strategic business manager and a true client partner. He is the kind of client who makes his agency team better at their jobs by pushing team to think, to challenge convention, and all along to also ENJOY the work that they do. In Mark I was lucky to not only have a smart, trusted client partner to learn from and grow with, but also one with whom I will have a lasting relationship.



Brad Mooberry

Digital Strategy &
Marketing

June 5, 2008, Mark M. was a client of Brad's

It was an incredible pleasure to work with Mark because he is not only extremely smart and very creative but he "gets it." Whenever we have the opportunity to team up with a client like Mark, we always do our best work. His original inspiration and leadership resulted in a Web site that has now won more than 15 awards.



Chuck Hardinger

Design, Copywriting &
Retail Marketing
Consultant

June 5, 2008, Mark M. worked with Chuck in the same group

Mark is one of the most insightful and creative marketing professionals I have encountered in my career. His ability to create cohesive, motivated teams is excellent, and he has the courage to stand up for innovation. I recommend Mark O'Brien without reservation.



Terry Haley

Chief Growth Officer at
Hopdoddy Burger Bar

June 4, 2008, Mark M. worked with Terry in the same group

Mark is a talented marketer whose vast experience and skill allows him to thrive whether tackling big picture strategy or complex tactical execution. He is meticulous in his attention to detail and has exceptional organization skills. When you factor in a disposition that is always friendly and fair, you get a total package that consistently produces results and endears others to seek out opportunities to work either with or for him.



Bryce McTavish

Mark is a dedicated, goal-oriented leader. He excels working within a team, but can quickly assume the role of leader and/or

EVP, Customer Solutions
at Madden
Communications

June 4, 2008, Bryce worked
with Mark M. in different
groups

driver when necessary in order to achieve a desired outcome.



Alisa Conway

Owner, Conway
Research Consulting,
LLC

June 2, 2008, Alisa worked
with Mark M. in different
groups

Mark is one of the most organized and detail oriented individuals I have had the pleasure of working with. In addition to his ability to roll up his sleeves and dig into a problem he also have a great sense of the big picture and doesn't lose sight of the end goal. He is a true team player.



Tom McElveney

Division Manager at
United Brands Company

June 2, 2008, Tom worked
with Mark M. but at different
companies

Mark demonstrated deep personal accountability for great performance. Mark moved effectively between strategy and operational detail. Mark stayed focused on our priorities and demonstrated rigor and brilliant execution.



Tim Carter

Accomplished
Marketing/Sales
Executive

June 2, 2008, Mark M.
worked with Tim in the same
group

Mark planned his work and worked his plan and had the respect of the sales and marketing organization



Eric Davis

Outside the box, Inside
the box, Non-Box
Innovation Leader /
Challenger / Disrupter

June 2, 2008, Eric worked
with Mark M. in different
groups

I would be thrilled to provide a recommendation for Mr. Mark O'Brien. I got to know Mark while he was leading the Icehouse Brand Marketing Team. Mark effected a complete turnaround of this brand that had previously been dead and forgotten. Now this is a gem in Miller's portfolio, a terrific example of what marketing can do for tired brands, and the Icehouse Brand Manager job is one of the most envied in Milwaukee.



Paul Verdu

Vice President Sales and
Marketing at Tenth and
Blake Beer Company -
Craft and Import Division
of MillerCoors

June 1, 2008, Mark M.
worked with Paul in the same

Mark is a professional who is able to strike the balance between strategy and execution. He is able to build many allies across an organization to not only ensure a sound strategy is sold in at the top...but that it is implemented at all levels. He does it with enthusiasm and passion.

group



Ryan Luckey

AVP, Corporate Sponsorships at AT&T

May 31, 2008, Ryan reported directly to Mark M.

Mark was a pleasure to work with as a peer and then to report to - providing great functional leadership in marketing and teaching me a great deal about patience and a sense of balancing calm, while accomplishing solid results. If given the opportunity in the future, I'd look forward to working with and/or for Mark again.