

LAURA NIRO

SENIOR MARKETING EXECUTIVE

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PROFESSIONAL SUMMARY

- **Exceptional business results:** a strategic, senior-level leader with track record of exceptional business results across multiple categories and channels
- **Customer obsessed:** a strong believer in understanding the customer journey to create strategic approach with disruptive fully integrated plans that will drive business impact
- **Entrepreneur at heart:** an entrepreneurial mentality with a mindset that anything is possible
- **Inspiring coach and collaborator:** a coach and cross-organizational collaborator with the ability to inspire teams and create business-building solutions
- **Creative innovator:** agile, creator, innovator who is willing to take smart risks to move the business forward

CORE COMPETENCIES

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| • Strategic planning | • Data and performance driven | • Build Agency Partnerships |
| • Brand Builder | • Digital & Social Marketing Expertise | • Innovator |
| • Coach & Mentor | • Creative problem solving | • Stakeholder Engagement |
| • e-Commerce Growth | • Consumer Insight & Behaviour | • Results-Oriented & Decisive |
| • Entrepreneur | • Dynamic Communicator & Storyteller | • Consumer-centric thinker |

PROFESSIONAL EXPERIENCE

DIRECTOR, BRAND STRATEGY AND CREATIVE | FCT, OAKVILLE, January – June 2022

- Coaching and development of six marketing and creative professionals across brand strategy and creative portfolio
- Lead development of corporate brand strategy and creative for FCT across all channels
- Creative development for product portfolios: brand naming, social assets, collateral materials, advertising, video etc.

DIRECTOR, BRAND AND STRATEGY | DEFINITY INSURANCE COMPANY, WATERLOO, 2020 – 2021 - Contract

- Coaching and development of seven marketing professionals across brand strategy and planning portfolios
- Led development of master brand strategy and launch for \$3BN portfolio aligning key stakeholders (BOD, ELT, sub-brands) as part of 2nd largest Canadian IPO in last 5 years:
 - Development of brand strategy, brand identity, and creative strategy and external campaign
 - Launched employer brand with brand launch day kicked-off with Canada's favourite brand Arkells – followed by full re-launch of all HR and communication tools, employee campaign showcasing employee stories, new employee promise, training modules to assist with change management
 - External launch of new Definity brand at IPO
 - Won Gartner Communications Award for Excellence in Brand Building for brand launch
- Given additional responsibilities to lead strategy and planning for Broker-based Personal and Commercial Insurance portfolios resulting in growth from key social and digital marketing initiatives and development of dashboard

HEAD OF MARKETING | SODASTREAM CANADA, MISSISSAUGA, MAY 2018 - JULY 2020

- Led all Canadian marketing and communication efforts for \$90MM portfolio with a budget of \$12MM+ coaching a team of 5 high-performing marketers, customer service, and trade marketing professionals
- As Head of Marketing - member of both Canadian Executive leadership team and Global Marketing Leadership team
- Collaborated with stakeholders throughout organization to support business initiatives & bring brand culture to life
- Developed business plans resulting in growth of +39%, awareness (21% to 39%), doubled household penetration and engagement rates, search (+65%), customer satisfaction rates (84%), +184% earned media impressions
- Led growth and development of e-Commerce strategy resulting in profitable growth from \$300K to over \$5MM by improving consumer experience and launching canister exchange
- Established Trade Marketing team; developed strategy by channel and programs resulting in double-digit growth

PROFESSIONAL EXPERIENCE CONTINUED...

HEAD OF MARKETING | SODASTREAM CANADA

- Initiated on-going cost management initiatives for media & corrugate with savings over \$1.1M
- Initiated & developed Canada's Corporate Social Responsibility strategy around sustainability pillar
- Strong innovation results across portfolio with first ever shelf stable Kombucha brought to market in 4 months and Fizzi One Touch ranked 4th in category less than 16 months.

STRATEGIC ADVISOR, ORIN HOLDINGS, 2018 - 2022

- Led with Broker development of marketing plan and approach to sell business for 40% above target
- Lease negotiations with local and national grocery tenant, common area cost analysis

OWNER AND GENERAL MANAGER | COBS BREAD, MISSISSAUGA, FEBRUARY 2012 - DECEMBER 2017

- Mentored, managed, and inspired a team of 18 retail and baking professionals
- Responsible for strategic planning, marketing, sales, talent management, production, cost management, financials
- Sold start-up business with over \$1MM in annual sales, Top 10 in Canada operating income for 5x EBIT
- Innovator: Developed four new products for Cob's national network and first bakery to use UberEats & Skip
- Cost management: Reduced costs improving the operating income margin by over 4 points
- Expanded into the commercial segment as the Baker of Choice for Hello Fresh nationally
- Initiated and developed OOH marketing campaigns for region resulting in double-digit growth; integrated in-store and social/digital marketing monthly calendar which was rolled out by the Franchisor to all bakeries nationally

DIRECTOR OF MARKETING, COOKING, BEVERAGES, GOLDFISH, & INNOVATION | CAMPBELL COMPANY OF CANADA, TORONTO, OCTOBER 2007 - JANUARY 2012

- \$250MM portfolio led a high-performing marketing team of 5 in the areas of brand management, innovation, digital, packaging design, shopper marketing, and S&OP to achieve P&L targets
- Key business results:
 - Turn-around of Cooking Soups: Cook with Campbell 360 Campaign consumption gain of -7% to +1%
 - Grew the V8 portfolio by +1.6 share points
 - Over-achieved Goldfish targets despite core customer de-list
- MLT Lead for Canada Innovation. Developed a 3-year pipeline and ensured KPIs and launch timelines were achieved.
 - Beverage & Snacks: Launched V8 VFusion over-achieving launch targets
 - Over-achieved Campbell's No Salt Added Broth targets by 70%
- Member of the Marketing Leadership Team & Costco Customer Team Marketing Lead
- Head of Canada Global Design Centre managing priorities for Campbell Canada brand team; Canadian RFP lead resulting in 20% savings and improvement in the creative process

SENIOR DIRECTOR MARKETING & PRODUCT DEVELOPMENT | JANES FAMILY FOODS, CONCORD, 2003 - October 2007

- Built a consumer-focused Marketing and Product Development team across both retail and food-service network
- Led cross-functional team to develop a consumer-focused strategic plan
- Developed 3-year innovation pipeline & metrics for both retail & foodservice for branded & private label

PAST POSITIONS

Senior Director, Branded Marketing | Weston Foods, Etobicoke, Ontario

Senior Product Manager - Mortgage Retention | CIBC, Toronto, Ontario

Product Manager | Weston Bakeries, Etobicoke, Ontario

EDUCATION

Bachelor of Commerce, Major in Marketing, McMaster University, Hamilton, Ontario

McMaster Commerce Society President, Class Valedictorian, Honour M Society.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Leadership**, Economical, 2021
- **Shane Snow on Storytelling**, LinkedIn, 2020
- **Customer Lifetime Value Workshop**, Wharton School of Business, 2020
- **Developed Learning Lunch Series: 101 Series** (Traditional Media, Social & Digital 101), FB, Pinterest, PR 101 & COVID, Electric Cars Drive Event
- **Google Analytics Certification**, 2019
- **Social Media Marketing: ROI**, LinkedIn, 2019
- **Art of Leadership**, Campbell Company of Canada
- **Certified Advertising Agency Practitioner**, ICA

AWARDS

- **Most Inspirational Pop-up & Most Creative Pop-up Store Design 2019**, ICSC Global Awards Visual Victories, SodaStream Canada
- **Grand Prix New Product Award Fizzi One Touch 2019**, SodaStream Canada
- **Cross-functional Collaboration & Business Achievement Award 2010 - Sales**, Campbell Company of Canada
- **Cross-functional Collaboration & Business Achievement Award 2010 - Supply Chain**, Campbell Company of Canada
- **Digital Design Award - 2010**, Campbell Company of Canada
- **Prepress Agency Award - 2010**, Campbell Company of Canada
- **Cassie (Canadian Advertising Success Stories) Wonder Bread Turn-around - Weston Foods**

COMMUNITY LEADERSHIP

- **Women Entrepreneurship Mentor Program, 2020-2021**, Wilfred Laurier University
- **National Franchise Marketing Committee - Ontario Representative, 2015 - 2017**, Cobs Bread
- **Team Manager, 2012 - 2014**, Oakville Thunder
- **Board of Directors - 2009 - 2013**, Oakville Soccer Club
- **Team Manager - 2008 - 2010**, Oakville Soccer Club
- **Team Manager - 2007-2009**, Mansfield Ski Club