

## LINKEDIN PROFILE

### HEADER INFO:

**Name:** Brice Abello

**Headline (120 characters max):** Marketing VP, Astra Corporation | Strategic Leadership & Transformation for Consumer Brands & Product Innovation

### SUMMARY Option #1: (2,000 characters max)

As a marketing leader for some of the nation's best-known household brands, I bring a P&L mindset to conversations about customers and the future of business. When strategic change needs to happen, my expertise and bias for action can shape a vision and roadmap for stronger profits and competitiveness in the US and around the globe.

With nearly 10 years of marketing leadership roles at Astra Corporation, Blue Moon Products, Ciel Parfums, BIG Brands, and other consumer product companies, I have strengthened the P&Ls of brands ranging from \$100 million to \$445 million in household care, fragrance, and beauty care categories.

From an internal perspective, my general management knack has led to post-merger strategies and trailblazing product development. I have equipped enterprises with new structures and innovation pipelines as well as the winning cultures that attract top talent.

Throughout my career, I've served as a relationship builder and resource to executive teams for being able to make the difficult calls and usher in profitable change to make a sizeable impact on key consumer markets.

### SUMMARY Option #2: (2,000 characters max)

Marketing executive best known for focusing on high-ROI initiatives such as establishing effective operating models and marketing organizations, building top talent, and driving incessant innovation to keep brands ahead of the curve.

Career includes marketing leadership roles at Astra Corporation, Blue Moon Products, Ciel Parfums, BIG Brands, and other consumer product companies. Held P&L responsibility for \$100 million to \$445 million brand portfolios in household care, fragrance, and beauty care categories.

Key contributions extend beyond marketing to general and executive management, including post-merger strategies, new organizational structures, and winning cultures.

Marketing successes include profitable innovation pipelines, brand launches and turnarounds, and consistent sales growth in the face of strong competition through insight-driven campaigns for digital, social, TV, and print platforms.

## EXPERIENCE:

### **Marketing VP**

Astra Corporation

2015 – Present

Astra Corporation is a €4.3 billion global consumer goods company.

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Lead strategy development and execution for the Piper® laundry brand in North America to fulfill P&L expectations. Leverage insights, capabilities, and relationships with teams, customers, and the global leadership team to advance the business mission.

Key contributions to date include leading strategic change initiatives to improve the brand's performance. Streamlined the product portfolio and set priorities for marketing spend to focus on highest-potential results. Overhauled the marketing approach to reach target audiences, and put in place an innovation pipeline to stay ahead of competitors. Internally, filled the capability gap with training and coaching, and guided the team to think strategically about customers.

### **Director of Marketing**

Blue Moon Products

2009 – 2015

Blue Moon was a provider of household care products; acquired by Astra in 2015.

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Brought on board as Senior Brand Manager for the Dynamo brand, and within a year promoted to head a multi-brand portfolio generating \$400M in annual revenue.

Contributed to transforming Blue Moon Products into a lean, performance-driven business as a team member establishing an efficient organizational structure and innovation culture. Attracted top talent through new career development programs, and set in motion a portfolio strategy focused on customers, consumers, and new technologies.

Led a turnaround of the Green Planet brand with double-digit gross profit growth and guided Dynamo to three consecutive years of sales increases and Product of the Year award. Helped position Blue Moon Products as an acquisition target, resulting in its sale to Astra Corporation.

**Senior Brand Manager**

Ciel Parfums  
2006 – 2008

Ciel Parfums is a fast-growing beauty and personal care company.

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Made a rapid impact on a \$100 million fragrance portfolio through a focus on launching the new Golden Glow sub-brand. Managed packaging design, digital and social media campaigns, and other collateral to ensure go-to-market success. Also relaunched existing product lines through new creative strategy and product enhancements.

**Global Brand Manager / Brand Manager / Associate Brand Manager**

BIG Brands Corporation  
2001 – 2007

BIG is a cosmetics and beauty care company.

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Increased P&L results for a \$100M portfolio of hair care products and delivered 65% market share through global advertising and PR strategy for digital, TV, and print. Introduced new products that resonated in the market, including first-ever innovations that kept competitors at bay despite copy attempts.

**SKILLS:**

*Suggested skills based on your background.*

Strategic Planning  
Business Planning  
Business Strategy  
P&L Management  
Executive Management  
Business Process Improvement  
Analytical Skills  
Market Planning  
Go-to-Market Strategy  
Acquisition Integration  
Presentations  
Team Leadership

Team Building  
Team Motivation  
Communication  
Coaching  
Customer Satisfaction  
Customer Relationship management  
Culture Change  
Relationship Development  
Facilitation  
Workforce Management  
Staff Development  
Organizational Vision  
Organizational Restructuring  
Creative Strategy  
Online Marketing  
Social Media Marketing  
Branding

#### OTHER LINKED SECTIONS:

*Most of these other sections are easy to fill in yourself. If you need any help, just let me know.*

Education  
Courses  
Organizations  
Projects  
Volunteer Experience  
Causes  
Certifications  
Publications  
Honors & Awards  
Languages  
Patents  
Additional Info  
Interests