

JOHNNY AUER

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PROFILE

Critical problem solver, visionary big picture thinker, and motivational team leader with a dynamic track record in food

PORTFOLIO

<https://bit.ly/2OI2cuW>

WHO WHEN WHERE

RUPRECHT, A DIVISION OF KILCOY GLOBAL FOODS

2018 thru Today
Greater Chicago Area

Touchpoints

*Sales Strategy
Brand Strategy
Innovation
Product Development
Global Strategy
Private Label
Creative Direction
Package Design
Digital Marketing
Tradeshaw*

GOAT GOODS, LLC BY STEPHANIE IZARD

2017 thru 2018
Greater Chicago Area

Touchpoints

*Innovation
Product Development
Brand Strategy
Creative Direction
Package Design
Ecommerce
Web Development
Supply Chain
Manufacturing
Sales Strategy*

WHAT

DIRECTOR of MARKETING

Tasked to lead marketing efforts for North American division of global protein processor and supplier ahead of global integration of various divisions, and ultimate IPO in China market. Leadership included redefining sales strategy, innovation in products and packaging, with support by best in class collateral and messaging across multiple sales and marketing efforts.

Overhauled commercial strategy with redefined CVP, new business qualifiers, sales training, and whitespace positioning for accelerated growth

Built framework for expansive operators' manual to onboard new technology at operator level in healthcare representing 5yr net revenue of \$500mm

Led development of new line of fully cooked Paleo-focused meals for club, retail, and foodservice channels

Produced expansive library of marketing collateral to support company position, sales efforts, and IPO valuation

Supported national launch of control and private label brands in retail and club

Developed SOPs for label and packaging approvals, from house brands to private label to co-pack, across multiple formats and print methods

Encouraged clean label effort to revise ingredient decks of products

DIRECTOR of BRAND STRATEGY

Positioned celebrated chef Stephanie Izard's retail brand of premium cooking sauces and seasonings for long-term national growth—an innovation-driven start-up that by design developed products based on opportunities in whitespace and trends of CPG food.

Implemented efficiencies and cost savings across all facets of supply chain and operations

Led exhaustive search for creative agency to execute a significant brand positioning and marketing partnership

Increased profit margins by nearly 15% on seasoning product line

Secured new co-manufacturer for seasoning products, resulting in product cost savings of more than 50%

Established manufacturing partners for innovative new product concepts based on high margin, low cost targets

Managed and sourced a team of freelance contributors including design, copy, photography, and web development

EDUCATION

BOSTON
2008
EMERSON COLLEGE
Creative Writing, MFA

LOS ANGELES
2005
UNIVERSITY OF
SOUTHERN CALIFORNIA
English, BA

HONORS

CHICAGO
2011
SHARE OUR STRENGTH
Innovator Award, Nominee

BOARDS

CHICAGO
Present
NORTHPOINTE RESOURCES
Advisory Board

NATIONAL
2010 thru 2016
AUER FAMILY FOUNDATION
Trustee, Communications

CHICAGO
2010 thru 2013
TASTE OF THE NATION
Steering Committee, Communications Chair

CHICAGO
2010 thru 2012
GREEN CITY MARKET
Junior Board, Communications Chair

WHO WHEN WHERE

WOODLAND FOODS

2014 thru 2017
Greater Chicago Area

Touchpoints

Innovation
Product Development
Brand Strategy
Global Strategy
Private Label
Creative Direction
Package Design
Tradeshow
Web Development
Catalog
Digital Strategy
Ecommerce

WHAT

DIRECTOR of MARKETING

Directly responsible for developing and implementing innovative concepts and campaigns that supported the strategic goals of a dynamic, multi-national dried ingredient food supplier and manufacturer. To achieve those goals, I was tasked with managing a full-service in-house team to position products to maximize revenue, build brand awareness, and drive corporate image.

Developed customer marketing programs executed by direct reports including Design, Digital, Content, PR, Advertising, and Tradeshow departments

Managed \$1.5mil ecommerce expansion

Maintained an expansive database of original content covering 1,500 ingredients

Led the ideation and on-boarding of an internal SaaS project to directly impact recency, frequency, and AOV on orders

Implemented tradeshow exhibit strategies and creative across multiple brands and more than 50 annual shows

Coordinated product development cycle from ideation to market launch across multiple departments

Onboarded and guided product selection of key private label acquisitions including Amazon, Kroger, and William-Sonoma

Presented innovation opportunities with Costco, Kellogg's, Campbell's, Wendy's, Burger King, Starbucks, and Culver's

Received multiple honors for new products including Sysco Cutting Edge Solutions, Spirit of Innovation and sofi

JAMCO CREATIVE

2008 thru 2014
Chicago

Touchpoints

Innovation
Concept Development
Menu Development
Brand Strategy
Creative Direction
Web Development
Media Relations

FOUNDER and STRATEGY

Founded agency that specialized in on-trend concept development, brand activation, and customer marketing for industry-leading food and beverage businesses, from restaurants to hotels to packaged goods. Jamco was recognized as an industry leader within its first year of operations, contributing to multiple award winning and celebrated clients.

Specialized in brand activation social and experiential campaigns for Travel & Leisure's #1 ranked new hotel, Michelin-starred restaurants, James Beard winning restaurants, and Food & Wine winning Best New Chefs

Grew business 100% year-over-year from 2009 through 2012

Recognized as up and coming influential agency, featured often in print media and industry forums

CONSULTANT

2006 thru Today
Various

Touchpoints

Innovation
Product Development
Brand Strategy
Graphic Design
Package Design
Copywriting
Digital Strategy

STRATEGY and CONTENT CREATION

Body of work has included product-driven strategy and content development for Olam, Ziyad Brothers, Wild Garden, Knob Creek, Restaurant Intelligence Agency, Faucets.com, and LightingFixtures.com; also served as contributing writer to Serious Eats.

Offered guidance to Olam on expansive B2B ecommerce portal project

Led a packaging redesign analysis for Wild Garden retail sauces and marinades

Produced a promotional video for Knob Creek, through agency Walton Isaacson

Created and wrote the Serious Eats column "Meet the Maker"