



Cesar Hubbard

CHIEF MARKETING OFFICER | SVP MARKETING | PRIVATE EQUITY | CPG

VALUE PROPOSITION

Hands-on marketing executive and thought leader in brand-building, marketing strategy, integrated marketing activation and advertising production. I generate enterprise value by developing differentiated products and leveraging insights to “connect the dots” from brand to consumer faster than competitors with the objective of quickly driving revenue and EBITDA growth. Known for bringing analytical rigor, a focus on achieving results, and for building relationships that align the marketing agenda with finance, sales and operations. Strong ethical and inspiring leader whose belief in transparency and accountability has attracted and developed high-performance executives and senior managers.

LEADERSHIP

- CMO
- Head of Marketing
- Advisory Board
- Servant Leadership

INDUSTRIES

- Consumer Goods
- Food & Beverage
- Organic/Better For You
- Financial Services

FUNCTIONAL

- Marketing
- Brand Management
- Strategic Planning
- Consumer Analytics

PROFESSIONAL EXPERIENCE

<i>Navarro-Hubbard Brand</i>	Partner
2017-2020	
<i>Teasdale Foods</i>	CMO
2013-2016	
<i>Dean Foods</i>	Group Director
2010-2012	

AREAS OF EXPERTISE

- BRAND ARCHITECTURE
- STRATEGIC PLANNING
- P&L OWNERSHIP
- BOARD ENGAGEMENT
- CAMPAIGN DESIGN
- CONSUMER INSIGHTS

214.803.8361
Cesar.Hubbard@gmail.com
[Linkedin.com/in/cesarhubbard](https://www.linkedin.com/in/cesarhubbard)

TARGET ROLES

Head of Marketing
 Chief Marketing Officer

TARGET COMPANIES

Middle-Market (\$200M+)
 Private Equity Portfolio Co.
 Publicly-Traded Multinational

EDUCATION

University of Michigan
 M.B.A. Marketing

Calif. University, Long Beach
 B.Sc. Corporate Finance

STRENGTHS FINDER – “ENGAGING EVANGELIST”

- Positivity – Possess an enthusiasm that is contagious. Upbeat with an ability to get others excited about what they are going to do.
- Activator – Make things happen by turning thoughts into action.
- Achiever – Possess a great deal of stamina and energy to be productive and obtain results.
- Includer – Awareness and acceptance of others, identify those who feel left out and drive to include them.
- Maximizer – Focus on strengths to stimulate personal and group excellence. Seek to transform something strong into something superb.