

Kevin Tucker P&L Commercial Leader/High Growth Consumer

Transformational leader with a proven track record of scaling companies, consumer brands and high performing and purpose driven teams. Ability to build trust, strategic clarity, commitment to an aligned vision, and cohesive executional plans that create positive impact/outcomes for all stakeholders. Entrepreneurial spirit combined with strategic thinking, discipline, and innovation to build best in class companies.

Key Areas of Expertise:

- P&L Leadership. New Venture to \$400M. Growth and Turnarounds.
- Growth/Corporate Strategy- Where to Play & How to Win
- Stakeholder Alignment on go forward strategic and executional plans.
- Building and Growing organizational capabilities and results.
- Brand Building, Disruptive Innovation, & Channel Expansion
- Partnering with PE/VC to scale emerging brands.

Most Recent Accomplishments

- Created path for HomePlate Peanut Butter to profitability. Decreased cash burn, increased gross margin, shifted to DTC channel strategy and created innovation pipeline.
- Built value creation strategies/playbook and execution plans across multiple better for you, emerging Food/Bev brands.
- Created IHOP Frozen Breakfast into a \$25M business with a PE partner. Led process from idea to launch and scaling.
- Transformed co-pack frozen food business into a branded organization. Grew revenue from \$70M to \$100M.
- Positioned White Wave Foods portfolio for long term success.
 - Grew Creamer Portfolio from \$300M to \$400M in 18 months.
 - Sold Marie's/Dean's brands to Ventura Foods.
 - Turned around Hershey Milk from negative EBIDTA to profitability.

Industry/Functional Experience

- President
- Strategic Advisor
- GM & CMO
- Classical Brand Marketing
- MBA. Strategy & Marketing

HomePlate Peanut Butter
Multiple Investors, Boards and Founders of early stage brands.
Brazos PE. \$700M fund. IHOP Frozen Breakfast.
Coca-Cola USA, Con Agra and White Wave Foods
University of Chicago. Booth School of Business.