



## CONTACT

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## LIFE PHILOSOPHIES

My attitude is that if you push me towards something that you think is a weakness, then I will turn that perceived weakness into a strength.

Michael Jordan

I don't aspire to be like other drivers - I aspire to be unique in my own way.

Lewis Hamilton

## ACHIEVEMENTS

Constructed a compelling financial and strategic case for growing this "challenger brand" and secured Board approval  
**RESULT:** The success of NOS became an industry phenomenon, rising from virtually no sales to becoming the number one energy brand at The Coca-Cola Company within three years. Delivered almost \$1B in value.

Managed all aspects of the \$100mm+ annual CPG industries including: CORE WATER / BAI5 / OUTLAW / ZOA / NOS / FUZE / ZEN WTR / ROWDY

Creating tactical promotions with WDs, retailers, pop-shops and direct e-commerce distribution channels to expand sales performances. 15% YOY growth with participating distribution partners

## PROFESSIONAL PROFILE

Experienced Executive Vice President and Chief Marketing Officer with proven growth records in the Food and Beverage and CPG industries. Skilled in Strategic Planning, Communication, Integrated Marketing, Innovation, P&L Ownership and Marketing Insights and Analytics. Strong marketing professional with a Entrepreneurial experience exiting seven companies.

## PROFESSIONAL EXPERIENCE

### NESTLE Waters / Blue Triton Brands: PE project EVP / Managing Director

Responsible for the development of product go-to-market strategy and retail sales through Advertising, Digital Strategy, Media Planning, Custom Brand Partnerships, PR, TV, Radio, Social and retail tactics for 12 major water brands and 5 incubated brands.

- Lead the development of corporate partnerships and experiential initiatives through the production of integrated marketing campaigns, including media, digital, social, and in-market tactics, that contributed \$300M+ annually
- Launched and developed the strategic marketing direction of product introductions by aligning local and national agency partners in order to surpass acquisition goals by 7% in key markets
- Directed the creation of in-culture, lifestyle digital strategy for 2022 Brands launch that surpassed partner benchmarks and video completion rate by +18% and +17M impressions, which served as company case study
- Responsible for strategic direction of new product development and renovation activities for all North America brands.
- Lead project manager driving a cross functional team to launch numerous products from conception to commercialization; which includes vendor briefing and management, consumer research, packaging design, sensory testing, shelf stability validation, manufacturing set-up and route-to-market strategy.
- Manage internal beverage landscape insights to drive Nestle Waters' understanding of future beverage innovation space including, but not limited to: consumer A&U studies, ethnographies, online panels, concept testing, new product tracking, trade shows, trade media, Chatter group moderator and many others.

### CMO Chief Marketing Officer – Nirvana Water Sciences

Developed Retail Strategies to lead cross-functional Curated with board members. Development funding documents with investors and athletes raising \$13m & Retention Strategies. Oversight of \$10M Retail Marketing Budget, in Collaboration with vice president of sales and President.

- Directed the development and launch of brand dna, sales presentations. and investor presentations and summaries. Initiatives with focus on acquisition messaging that drove a EBITDA \$450K in new retail and household sales.
- Developed digital consumer acquisition programs and point of purchase collateral that aided dealer network and sales division in achieving \$500K in new subscriber sales within the first quarter
- Introduced product offerings with support of direct marketing and retention programs for 1.9M retail subscribers thru integrated partner strategies that achieved a five-year low monthly churn of 1.99%

### CEO – KOLAB Agency 2012 / Aquired 2017 CMO – AMASS Capital

Directed annual Digital Plan and monthly campaigns for 22 fortune 500 clients that delivered product messaging, media impressions and key performing metrics to meet monthly national targets.

- Managed the creative development and implementation of media partner's custom content for the support of multiple yearly model launches and product introduction via social, mobile and digital media programs
- Directed \$3M budget per brand, development of organic, retail POS, paid social content, and search strategies that lead to 6% yearly sales increase through customer journey mapping to support dealer network education and sales tactics for CORE WATER / BAI5 / OUTLAW / ZOA / NOS / FUZE / ZEN WTR / ROWDY
- Served as an active leader and board member of team that developed the CORE WATER / BAI5 / OUTLAW / ZOA / NOS / FUZE / ZEN WTR / ROWDY / LEAN vodka / BOXO tools

### Brand Manager / Global Digital - NOS ENERGY / COCA COLA 2004 - 2010

Provided leadership for the development and execution of national Digital & Motor-sports strategies, initiatives, and partnerships. Oversight of a 3 agencies of record with an eight-figure marketing budget.

- Constructed a compelling financial and strategic case for growing this "challenger brand" and secured Board approval **RESULT:** The success of NOS became an industry phenomenon, rising from virtually no sales to becoming the number one energy brand at The Coca-Cola Company within three years. Delivered almost \$1B in value.
- Directed \$3M budget and development of organic, paid social content, and search strategies that lead to 6% yearly sales increase through customer journey mapping to support dealer network education and sales tactics