

## DIANA T. WANG

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### Experience

- 2018-Present **KENVUE, JOHNSON & JOHNSON CONSUMER, INC.** **Senior Customer Development Manager, Convenience & Specialty** **SKILLMAN, NJ**  
Strategic sales leader with responsibility for over \$110MM for entire convenience and specialty channels (both distributor and retailer management)
- Developed strategic go to market plan for Convenience channel to drive +15% growth
  - Partnered with key customers to elevate HBC category in Convenience Channel
  - Activated Last Mile Delivery programs to drive awareness and increase trips for HBC in Convenience
  - Grew Skin Health business by +22% with key food customer in 2020 while category was in decline
  - Negotiated new incentive programs for convenience and independent drug customers to partner for growth
- 2015-2019 **TARTLY (TART BEVERAGES, INC.)** **Head of Sales & Marketing (Co-founder)** **SAN FRANCISCO BAY AREA**  
Lead a start-up beverage company from ideation to launch with responsibilities for the growth strategy for the brand, sales & marketing strategy and execution, financial analysis, and fundraising. Achieved distribution in over 100 outlets in the San Francisco Bay Area, Texas and distribution deals with 3 regional distributors. Manage several regional brokers to drive distribution, promotions, and sell-through.
- Developed 3 SKU line from scratch and worked with co-packer to bring to market (sourced all ingredients and materials)
- 2012-2015 **VALLEY FINE FOODS (Brands: *Pasta Prima* and *Three Bridges*)** **Vice President of Marketing & Product Development** **EMERYVILLE, CA**  
Led all marketing strategy and initiatives for a +\$130MM refrigerated pasta, sauce, and meals company including branding, new product development, promotions, PR, field marketing, social media, and digital
- Instrumental as part of leadership team to drive on-going successful partnership with Costco, our largest customer, through continuous innovation and seasonal sell-in to align with Costco strategic priorities.
  - Identified growth opportunity in market and launched new FDM brand platform *Three Bridges* and new brand for the natural/organic channel, *Artisola*, at retail grocery resulting in +20% in YOY sales in key accounts with reduced sales promotions
  - Managed and mentored team of 10 Marketing professionals and partnered with product development team
- 2009-2012 **ANNIE CHUN'S, INC** **Director of Marketing and Product Development** **SAN RAFAEL, CA**  
Led all marketing and product development for an all-natural Asian food including: brand positioning, all offline and online marketing (including advertising, promotion, PR, social media, website, and digital)
- Instrumental as part of the senior management team in growing the brand +30% YOY, for 2 years in a row
  - Drove innovation and launched Seaweed Snacks and the first Brown Rice Noodles into market
  - Managed relationship with South Korean Corporate HQ (CJ Corporation) and led efforts to gain understanding and secure support for our local market initiatives
- 2007 **INDEPENDENT MARKETING CONSULTANT** **Interim Vice President of Marketing, CAREX HEALTHCARE BRANDS** **OAKLAND, CA**  
Managed Marketing and Product Development for a growing in-home self-care medical products company and helped bring innovation and consumer focus to the product categories.
- 2007 **Marketing Consultant, ANNIE CHUN'S, Inc.** **SAN RAFAEL, CA**  
Developed marketing programs for natural food company that focused on maximizing the impact of a small budget.
- 2006 - 2007 **METHOD PRODUCTS, INC** **Director, Personal Care Business** **SAN FRANCISCO, CA**  
Managed Method's personal care business with responsibility for strategic direction, product development, forecasting, and all marketing activities.
- Lead innovation and launch of a new 14 SKU body care line to expand Method's presence in the personal care category and grow Method into a lifestyle-driven master brand
  - Grew the personal care business by 25% through new product launches, new distribution drives, and optimization of the current product portfolio

2004 - 2005	<b>HAIN CELESTIAL GROUP</b> <b><i>Global Director of Marketing and Product Development (Personal Care Division)</i></b>	<b>LOS ANGELES, CA</b>
	Head of Marketing and Product Development with global responsibility for JASON Natural Products and Zia Natural Skin Care, including strategy, product development, and all marketing planning and execution.	
	<ul style="list-style-type: none"> <li>• Drove innovation with launch of Red Tea skin care line and introduction of the Baby's Best Skin care line</li> <li>• Exceeded Hain's projected sales goals for the JASON brand first year after acquisition by 20% while leading cost reduction efforts including SKU rationalization and identifying new, low-cost packaging vendors to increase profit</li> <li>• Re-formulated 50% of the product line and launched 19 key new products to revitalize JASON brand in the US and international markets (Europe and Asian markets)</li> <li>• Negotiated and managed relationships with new vendors including PR agency, advertising agency, packaging designers, and outsourced development.</li> <li>• Introduced key structures for success by instituting new product development process and P&amp;L analysis tool</li> <li>• Managed 3 Marketing professionals and 4 R&amp;D developers</li> </ul>	
2003 - 2004	<b>HENKEL CORPORATION (Cosmetics Division)</b>	<b>LOS ANGELES, CA</b>
2002 - 2003	<b><i>Senior Brand Manager, got2b brand</i></b>	
	<b><i>Brand Manager, Dep &amp; Porcelana Brands</i></b>	
	Managed hair care brand with responsibility for strategic direction, product development, research, P&L, budgeting, forecasting, new product development, and marketing plans (including print and TV advertising, event marketing, national promotions, sampling, and PR)	
	<ul style="list-style-type: none"> <li>• Managed youth-oriented <i>got2b</i> brand and developed marketing plan to keep brand relevant to youth target</li> <li>• Developed and executed strategy for the re-launch of the Dep brand in 2004 (including innovation, new advertising campaign, new packaging, partner tie-in marketing events, sales collateral), successfully reversing a declining sales trend</li> <li>• Partnered with Henkel Europe to launch the <i>got2b</i> brand into key European markets by driving global alignment on brand attributes and customized go-to-market plans</li> </ul>	
1999 - 2000	<b>MATTEL TOYS, INC.</b> <b><i>Associate Product Manager, Small Dolls Marketing, Polly Pocket</i></b>	<b>EL SEGUNDO, CA</b>
1999 - 1999	<b><i>Assistant Product Manager, International Marketing – Large and Small Dolls</i></b>	
	Responsible for brand management of a heritage brand with responsibilities for global strategic planning, product development, packaging, promotions, and advertising.	
	<ul style="list-style-type: none"> <li>• Innovation led re-launch of Polly Pocket miniature doll after a 2 year market hiatus and achieved \$25 MM in annual sales in the U.S., garnering 2<sup>nd</sup> highest unit sales position in small doll category in year one</li> <li>• Inter-faced with international affiliates daily to develop globally relevant products and support product launches in multiple markets while balancing differing affiliate interests</li> <li>• Managed global licensor relationship including product, advertising, and promotional approvals</li> </ul>	
1997 - 1998	<b>OGILVY &amp; MATHER ADVERTISING</b> <b><i>Account Executive, Mattel Toys – Barbie, Disney Entertainment, Plush, Small, and Large Doll Accounts</i></b>	<b>LOS ANGELES, CA</b>
1996 - 1997	<b><i>Assistant Account Executive, Mattel Toys - Barbie Account</i></b>	
	Responsible for 4 girls' brands acting as daily liaison between senior clients and agency.	
	<ul style="list-style-type: none"> <li>• Coordinated all creative development of advertising for the 4 brands including creative strategies, creative development process, broadcast production, and post-production reviews.</li> <li>• Managed \$19 MM non-media budget and recommended allocation of spending based on detailed analysis</li> </ul>	
<b>Education</b>	<b>HARVARD BUSINESS SCHOOL</b>	<b>BOSTON, MA</b>
2000-2002	Masters of Business Administration, June 2002. Member of Marketing, Entertainment and Media, Social Enterprise, and Outdoors clubs.	
1991-1995	<b>UNIVERSITY OF CALIFORNIA, BERKELEY</b>	<b>BERKELEY, CA</b>
	Bachelor of Arts degree with Honors in Political Science. Elected to Order of Omega Honor Society	