

JON P. SOLIMANDO

937 Sewickley Drive. Charlotte, NC 28209
[linkedin.com/in/jonsolimando](https://www.linkedin.com/in/jonsolimando)

804.306.9007
JonPsolimando@gmail.com

Brand Strategy & Marketing Communications Director

Leverage Voice of Consumer, Accelerate Growth & Drive Long-Term Brand Value

Brand Strategy | Consumer Insights | Product Development | Portfolio Management
Creative Communications | Content & Digital Marketing Strategy | Team Leadership & Development
A&P Budgeting | Marketing IP & Protection | Regulatory Compliance

Professional Experience

FONTEM VENTURES, an Imperial Brands Company, Charlotte, NC

2015 - 2020

Director, Brand & Portfolio

2018 - 2020

- Grew category share through promotions, product launches, above and below-the-line consumer activation, resulting in annual delivery of \$190M across retail and e-commerce channels.
- Created, tested and deployed integrated advertising campaign backed with \$24M in media investment, increasing unaided awareness 21%, growing organic search 4 times base and increasing online revenue 13%.
- Revamped creative messaging for online loyalty platform resulting in 22% new enrollments, 10% engagement lift, increased points redemption 11%.
- Directed internal brand team, ensuring consistent consumer journey messaging through strategic rotation and versioning of over 200 static, animation and film assets including informational, testimonial and entertainment content.
- Lowered operating costs by leading transformation of inner packaging materials reducing waste and carbon footprint; resulted in savings of 9 cents per unit on annual production of 3M units.
- Streamlined portfolio through reduction of 11 low performing SKUs and generated merchandising planogram recommendations achieving optimal product mix by class of trade.
- Implemented 4 quadrant flavor segmentation model establishing common language internally; leveraged by I&I and sales teams, delivering more effective trade customer and state-based investment plans.
- Identified key flavor segment accounting for 60% of total category sales; enacted new product launch plans; product accepted in 46K points of distribution (50%) in first 3 months.
- Developed consumer insights learning agenda and implemented brand health KPI goals, deriving data inputs applied to annual brand and commercial planning.

Global Brand Director

2015 - 2018

- Appointed to lead strategic planning, development and execution of brand-focused initiatives for international expansion from US market into France, Germany, Russia, United Kingdom, Italy and Japan.
- Executed rejuvenation of flagship brand including new position, visual identity and ATL campaign to build long-term brand health, driving 10% increase in brand health equity metrics (YoY) and category leading awareness globally.
- Utilized market research, pricing, marketing communications, and product development to drive brand health, consumer demand and market share. Generated \$300M+ in annual sales globally.
- Built proposition strategies for 3 global product platforms (digital + physical) including product and feature naming, trademarking and consumer advertising assets, delivering business growth objectives.
- Instituted 3-tier flavor strategy and operating framework; differentiated offerings maximizing consumer acquisition and limited-editions sparking trial and aiding retention.
- Resolved inconsistencies from acquired products across markets by implementing global packaging design system; scoring above all competitors in qualitative research study on shelf stand out, brand recognition and purchase intent.
- Empowered in-market regional brand teams by translating brand architecture, visual DNA, messaging pillars, and activation platforms into succinct toolkits and playbooks enabling them to operate more autonomously and efficiently.
- Developed new sub-brand and product line extension within 12 weeks growing distribution in targeted channels and third party ecommerce sites.
- Led global innovation projects alongside industrial design, product development and user experience teams defining user segments and NPD road map to deliver on consumer needs.
- Formed standard operating procedures ensuring responsible marketing efforts to align with new Food and Drug Administration (FDA) and EUTPD regulations.

LORILLARD TECHNOLOGIES, Charlotte, NC**2012 - 2015****Director, Consumer Activation & Brand Partnerships**

- Retained from Intermark Brands to develop and execute annual brand activation plans resulting in category-leading brand health, increased consideration and trial rates.
- Cultivated unique and integrated (360) activation platforms, maximizing consumer touchpoint frequency to support strategic alignment of sales and marketing programs.
- Solidified category leadership position through investment of \$2M in high visibility sponsorship programs with key influential partners to fuel awareness and build brand credibility.
- Built national ambassador team of 400 members; conducted over 300k one-to-one sampling engagements, resource allocation of \$15M.
- Procured customized front-end data capture solution to collect consumer records and back-end dashboard with reporting infrastructure, enabling database-driven marketing efforts post engagement.
- Utilized survey data and post-event engagement metrics to report brand impact and ROI.
- Designed classification model to refine program investments, increasing effectiveness while decreasing spend \$1.5M resulting in lower cost per engagement (CPE).

INTERMARK BRANDS, Charlotte, NC**2011 - 2012****Business Development Manager**

- Generated new business relationships across varied industries, identified sales and marketing opportunities for portfolio of brands and products (blu eCigs, Snoozn, Vaportrim).
- Directly supported VP of Marketing to sell-in new ventures through non-traditional sales channels, increasing growth from B2B parties and direct buying customers.
- Produced annual plan for blu eCigs non-traditional growth avenues and vetted industries via co-branding, radio endorsements, rental cars, hotels, cruise ships, casinos and racetracks.
- Conducted prospective pitching through, direct mail programs and tradeshow activations; managed 40K budget for industry specific verticals.
- Engaged cross functionally with sales teams to motivate and communicate strategic intent of programs, unifying central idea and messaging in sales presentations.
- Managed development of consumer marketing and B2B materials including product presentations, demonstration scripts, sales brochures and visual aids needed to operationalize initiatives.

Additional Experience: HHGREGG (Appliances & Electronics), New Store Development**2009 - 2011****Education and Professional Development**

- **Bachelors of Science (BS)**, Economics, East Carolina University, Greenville, NC
- Participant, Charlotte AMA
- Attendee, Event Marketer Conference | Charlotte Digital Summit | Content+ Conference
- Imperial Brands Global Product Development Seminar Certification

Awards and Recognition

- Adweek Shortlist Award - Social Media Creative
- 3 Telly Awards For Creative And Production Value