

# ERIC ANDERSON LALLY

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- SUMMARY** Marketing leader with 15 years of experience in Brand Marketing, Product Marketing, Marketing Research and analytics. Skilled in all facets of marketing, including analyzing data to create deep customer insights, creating segmentation, targeting, positioning and go-to-market strategies which resonate with customers, and creating innovation and product growth roadmaps. MBA focused in Marketing and Entrepreneurship from the University of Michigan.
- EXPERIENCE**
- 2020-Present** **IMPLUS LLC** **Carlsbad, CA**  
**Brand Manager**
- Managed brand and product marketing strategy, creative asset development and go-to-market execution for a portfolio of 13 Footwear Accessories brands
  - Developed segmentation, targeting, positioning and messaging for 9 Footwear Accessories brands, leading to 4 new brand extensions and the company's highest priced product ever
  - Created Sof Sole and Spenco digital activation plans and messaging for the Black Friday/Cyber Monday holiday, resulting in 327% and 42% revenue growth vs. prior year, respectfully
- 2018-2019** **COUNTRY ARCHER JERKY CO.** **San Bernardino, CA**  
**Brand Manager**
- Managed a 4-member Marketing team responsible for creative, packaging, innovation, email marketing, ecommerce and customer service
  - Developed 2019 Marketing budget and approved department expenditures, resulting in a 4% budget surplus versus 3% budget deficit the prior year
  - Led cross-functional innovation team responsible for creating brand and product line extensions, resulting in the creation of more than 20 line extensions and 3 brand extensions
  - Managed digital advertising program including A/B testing of creative and messaging, resulting in an increase in ROAS from \$1.45 to \$3.22, while also increasing CountryArcher.com revenue by 56% year-over-year
  - Developed Amazon sales strategy, on-boarded new e-commerce agency and managed account, resulting in 82% YOY revenue growth and a contribution margin increase from -5% to 10%+
  - Analyzed SPINS/IRI data and created presentations for quarterly Board of Director meetings and for customer category review meetings
- 2014-2018** **KIMBERLY-CLARK CORPORATION** **Neenah, WI**  
**Sr. Associate Brand Manager – Huggies Diapers, 2017-2018**
- Led Huggies Little Movers 2018 and 2019 innovation projects, expected to generate an incremental 4% and 3% net sales lift per year over 5 years, respectively
  - Developed and documented ideal consumer experience for the Huggies Premium tier and led product and packaging innovation sessions, resulting in a 10-year backcasted innovation pipeline
  - Developed and presented Huggies Little Movers 5-year growth roadmap including demonstrating when innovation would be cascaded to K-C-manufactured private label products
  - Strategy and execution lead for Huggies social influencer program. Exceeded all pre-program goals for reach, engagement and video views across 56 pieces of influencer content
- Associate Brand Manager – Scott Brand, 2015-2016**
- Assessed key brand health metrics and determined brand overhaul was needed. Led cross-functional team in development of new name, packaging, product size, price points and an optimized channel strategy, which was expected to grow sales by 3% per year over 5-year project life
  - Optimized and expanded Scott Extra Soft Bonus program, resulting in 2016 net sales growth of \$2.4 million vs. forecasted decline of -\$1 million
  - Brand lead for Box Tops for Education. Worked with Procurement to re-negotiate K-C Box Tops contract, resulting in lower Marketing costs per redemption and expanded Box Tops program at retailers, resulting in \$1.5 million in incremental net sales across Scott Brand in 2016
  - Peer mentor to Scott Brand's ABM Intern and to Cottonelle ABM in 2016. ABM Intern received offer to return and accepted
- Associate Brand Manager Intern – Scott Brand, 2014**
- Assessed high growth, new market entrants in the dry bath grocery channel, determined

greatest competitive threat to brand, and developed customer and consumer promotion strategy, resulting in potential net sales increase of \$70+ million over 3 years

2014

**UNIVERSITY OF MICHIGAN ATHLETIC DEPARTMENT**

Ann Arbor, MI

**Student Consultant**

- Conducted 20+ interviews and gathered data to understand Michigan's group ticket sales opportunity, resulting in recommendation to hire group sales representative and sell group football tickets for first time in school history
- Analyzed group ticket purchase process and benefit offerings on MGoBlue.com and benchmarked these against other professional and collegiate organizations, resulting in improved consumer interaction and website flow

2009-2013

**AMERICAN TRAFFIC SOLUTIONS, INC.**

Tempe, AZ

**Marketing Research Manager, 2012-2013**

- Managed and mentored team of 3 Marketing Research Analysts; analyzed product and client performance and recommended changes, resulting in over \$1 million in increased revenue on existing lines of business and additional sales over \$10 million from existing customers
- Developed reporting format and process for Chicago's speed enforcement pilot; collaborated with department leaders and analyzed data, resulting in \$67 million contract
- Created and updated board, investor and corporate presentations for executive team, resulting in investment by 4 firms and 2 product partnerships

**Marketing Research Supervisor, 2011-2012**

- Improved existing revenue projection process, increasing accuracy and decreasing time allocated to creation of each projection from 4 hours to 1 hour

**Marketing Research Analyst, 2009-2011**

- Analyzed competitor contracts, proposals and financial data, resulting in recommendation to executive team to purchase 3 competitors; all 3 were purchased
- Gathered competitive intelligence, compiled and synthesized data for legal team, and drafted responses to court requests in \$5 million lawsuit against competitor

2006-2009

**CSA TRAVEL PROTECTION**

San Diego, CA

**Business Systems Analyst & Reports Coordinator, 2008-2009**

- Trained over 75 users on job-specific functions related to Salesforce.com, increasing total user adoption from roughly 50% to almost 90%
- Developed process and system for obtaining, tracking and reporting customer feedback regarding claims process, enabling CSA to better understand customer experience

**Account Manager & Salesforce.com Administrator, 2007-2008**

- Administered user rights, system performance, document library and data for over 50 Salesforce.com users

**Sales Analyst & Technical Support Specialist, 2006-2007**

- Analyzed sales data and created reports for strategic clients, resulting in increased insight into client business and targeted selling to specific travel agents

EDUCATION

**UNIVERSITY OF MICHIGAN**

Ann Arbor, MI

**Stephen M. Ross School of Business**

Master of Business Administration, May 2015

- Emphasis in Marketing and Entrepreneurship
- Consortium for Graduate Study in Management Fellow
- Hispanic Business Students Association - VP of Corporate Relations
- Developed 2014-2015 fundraising plan as non-voting board member of non-profit agency serving homeless veterans and people with disabilities

**UNIVERSITY OF CALIFORNIA, SAN DIEGO**

La Jolla, CA

**Thurgood Marshall College**

Bachelor of Arts, Political Science/American Politics, June 2006

- Undergraduate Certificate in Business from UCSD Extension
- Education Abroad Programs in Madrid, Spain and Morelia, Mexico

ADDITIONAL

- Enjoy going on the swings, dancing, and coloring with my 4-year-old daughter
- Fan of mediocre sports teams: N.Y. Mets, L.A. Lakers and L.A. Chargers
- Visited 8 of the top 10 museums and galleries in the world