

# WENDY D FERGUSON, MBA, MA

H: 703.416.4129 • M: 404.983.7967 • [wndyfrg@gmail.com](mailto:wndyfrg@gmail.com) • <http://www.linkedin.com/in/weferguson>

---

## BRAND DESIGN STRATEGIST

Engineering a timeless customer experience

Brand Management • Consumer Champion • Digital Marketing

Cutting-edge marketing and branding strategist with a track record for driving growth, building brand awareness, and developing innovative products from ideation through commercialization. Fortune 500 CPG experience with **The Coca-Cola Company**, **Frito-Lay**, **CIBA VISION**, and **Sara Lee Hosiery (Hanes, Donna Karan)**.

Deep understanding of consumer behavior and consumer insights, with visionary approach to reaching consumers through connected technologies and social media. Combines experience, intellectual rigor, and business acumen to solve complex ambiguous challenges, imagine fresh product ideas and drive revenue/market share gains.

- Strategic Planning
- Social Media & Digital Strategy
- Consumer Research & Insights
- Demonstrated Problem-Solver
- Brand Development
- Web / Digital Analytics
- Global Brand Stewardship
- Excellent Communication Skills
- New Product Innovation
- SEO / SEM Optimization
- Business Commercialization
- Transdisciplinary Leader

**MBA** (Wake Forest) • **M.A., Communication, Culture & Technology** (Georgetown) • **B.S., Finance** (Virginia Tech)

### PROFESSIONAL MILESTONES: INNOVATION, MARKETING & BRAND BUILDING

- Re-launched **Fanta** into the U.S. after 15 year absence – reached \$250M in sales within Year 1, over 50% of the company's total incremental global growth, and earned the highest advertising index scores within the Coca-Cola Company's portfolio
- Revitalized the **Diet Coke** portfolio (\$1.6B) with consumer insights and product innovations, achieved +3% volume growth
- Led the formulation, brand strategy and execution of **Diet Coke with Lemon**, the first line extension off a Coca-Cola trademark in 19 years
- Drove CIBA VISION's **NIGHT & DAY** brand to record revenue (\$90M) and gross margin growth (130%) in first year
- Innovated Frito-Lay's new start-up category of healthy snack foods, projecting over \$450M in incremental revenue – a specialized market opportunity that required divergent thinking and an entirely new go-to-market strategy

### EXPERIENCE & PERFORMANCE

#### EDUCATIONAL SABBATICAL – MARKETING AND TECHNOLOGY

2006 – 2012

Completed a strategically designed sabbatical to position myself as a marketing leader in today's complex world of social commerce and technology-driven consumerism. Mastered the core competencies required to drive continuous innovation and profitability at the intersection of media, society and commerce.

#### Georgetown University – M.A. in Communications, Culture and Technology (10–12)

- Completed advanced studies on the impact of digital technologies and social media on consumer behavior, the emerging trends in knowledge management and business intelligence, and the nature of innovation within that networked space.

#### Senior Researcher – The Healthy Living Company (06-10)

- Collaborated with an industry thought leader in a deep analysis of the neurological and emotional factors that drive human decision-making, impact the consumer purchase journey and advance actionable frameworks for profitable new growth

#### FRITO-LAY, Dallas, Texas

2005 – 2006

#### Product Manager – Health & Wellness Innovation

Developed and managed a line of innovative new products to launch Frito-Lay's start-up category of healthy fruit and vegetable snacks, projecting over \$450M in incremental revenue. Assembled and led a top-notch team of experts and divergent thinkers that originated entirely new pricing and go-to-market launch strategies to address a unique market opportunity.

- Defined the launch strategy and brand architecture that positioned the new category to become a "megabrand" within the company's snack portfolio
- Based on core consumer insights and analysis, built a communications strategy specifically aligned to target consumer's values and buying tendencies
- Created an innovative go-to-market strategy incorporating a multi-channel launch, inventive pricing model, new packaging and

**STRATEGIC MARKETING CONSULTANT**, Atlanta, GA

2003 – 2005

**Learn Security Online** – Computer Security Industry (04–05)

Played a key consultative role in the development of a new market positioning strategy and marketing plan for one of the web's first interactive IT training firms.

**CIBA VISION** - a Novartis Company (03–04)**Brand Manager** – NIGHT & DAY® contact lens

Devised a shared consumer/trade market strategy that took CIBA VISION's fastest growing and priority brand, NIGHT & DAY, to a record year in revenue and gross margin, despite stiff market competition from Johnson & Johnson.

- Based on research, built a multi-faceted approach combining aggressive brand and communications strategies – produced record results of \$90M/\$76M revenue and +130%/+167% gross margin for 2003 and 2004 respectively
- Directed the integrated strategic planning process to capture growth of +58% and market share of 3.9% (2004)
- Created the successful response to a competitive launch from J&J – secured \$18M budget for new campaigns targeting both consumers (TV, print) and eye care practitioners (trade magazines, sales materials, sales education)

**THE COCA-COLA COMPANY**, Atlanta, GA

1997 – 2003

**Project Manager** (02–03)

- Worked directly with Coca-Cola President and Chief Operating Officer Steven Heyer on an initiative to rationalize and redefine the company's sponsorship marketing and asset management opportunities. Directed a cross-functional team of executives in an exercise that eventually evolved in to the highly successful *Coke Rewards* program.

**Senior Brand Manager** – *Fanta* (01–02)

Successfully re-launched the *Fanta* brand in the U.S. after a 15-year hiatus, achieving Year1 sales of \$250M and contributing over 50% of the company's total incremental global growth.

- Designed an exciting new brand architecture adopted globally (\$4B global sales) and launched a signature multi-cultural campaign that won the 2002 David Ogilvy award for the Americas and achieved the highest advertising index scores within The Coca-Cola Company portfolio
- Introduced the flavor extension *Fanta Berry* that effectively thwarted a competitive threat from *Pepsi Blue*

**EA to Senior Vice President of Consumer Marketing** (00–01)

Seconded to help advance the SVP's leadership agenda and core marketing initiatives. Played a leadership role in the annual strategic planning cycle and assisted in the reorganization of the North America Consumer Marketing division.

- Championed a new cause marketing initiative partnering Coca-Cola with the Harry Potter franchise, First Book and Reading is Fundamental (RIF), the nation's largest non-profit children's literacy organization

**Senior Brand Manager/Brand Manager** – *Diet Coke and Caffeine Free Diet Coke* (99–00)

Refreshed the \$1.6B *Diet Coke* portfolio representing 25% of the total North American business. Led a cross-functional team of experts through an analytical immersion that uncovered new business insights and led to a year of innovation and +3% volume growth.

- Redefined the brand's communication strategy and managed development of a \$40M national TV campaign and award-winning print creative
- Defined the formulation, packaging and brand strategy that launched *Diet Coke with Lemon*, the first line extension of a Coca-Cola trademark in 19 years – *Diet Coke with Lemon* quickly became the #1 incremental volume driver for North America

**Associate Brand Manager** – *Diet Coke, Caffeine Free Diet Coke, Nestea, Minute Maid Lemonade, Hi-C* (97–99)

- Took over the entire Adult Portfolio of fountain drinks, representing 26% of the division's brand portfolio and 53% of its incremental volume. Directed important occasion-based research that opened new market opportunities and contributed to YOY volume gains of +4% and +2% respectively

**SARA LEE HOSIERY**, Winston-Salem, NC

1994 – 1997

**Assistant Brand Manager** – *Hanes Too, Hanes Too Plus, Profiles, Great Legs* (96–97)

Faced with declining sales and outdated brand image, challenged to introduce exciting new products to the *Hanes Too* brand franchise and completely re-invent the consumer and customer marketing strategy.

- Launched 5 new products with more contemporary packaging and innovative strategy built on flexibility and customization – within Year1 portfolio sales climbed +11%

**SARA LEE HOSIERY, cont.****Assistant Brand Manager – Donna Karan Hosiery (95–96)**

Took over the *Donna Karan Hosiery* brand portfolio and within one year grew brand awareness +18% and sales +15% to \$25M (+26% in new product revenue). Managed all consumer communications and the semi-annual launch of 10 new fashion products in 8 seasonal colors.

- Launched *The Nudes by Donna Karan*, a breakthrough line extension that helped grow new product revenue by +26%
- Launched *Donna Karan Essential Toner* and *Donna Karan Bottom Lifter*, the #1 selling items in 1996

**Senior Business Analyst – Business Development (94–95)**

- Led numerous strategic projects for the SVP of Corporate Development: formulating strategies to enhance ROIC, re-engineering the company's new product process and investigating the development of brand name retail stores.

**PREVIOUS EXPERIENCE – Corporate Banking, Merchandising Management****1987 – 1994**

- Advanced through senior roles in corporate finance and retail with **Bank of America, JGF, Ltd. and JC Penney**

**EXECUTIVE EDUCATION****M.A., COMMUNICATIONS, CULTURE AND TECHNOLOGY – Georgetown University** 2012

- Trade, Technology & Development – Graduate Institute of International & Development Studies, Geneva, Switzerland (2010)

**MBA – Wake Forest University** 1992

- Oxford University for European Business program (1991)
- East Asian Management Studies, Tokyo Japan (1991)
- Charles H. Babcock Scholarship

**FINANCE DEGREE – Virginia Polytechnic Institute and State University** 1987

- Graduated with honors, Cum Laude
- Pamplin College of Business Outstanding Young Alumni Award (1996-97)

**MARKETING OF THE MIND LABORATORY (Gerald Zaltman) – Harvard Business School** 2000

- Studied the Zaltman Metaphor Elicitation Technique, a research/communication methodology used to examine an individual's unconscious belief system and its impact on consumer behavior

**STRATEGIC MARKETING MANAGEMENT – Darden School of Business, University of Virginia** 1996

- Consumer-centric leadership program focused on developing effective, value-creating marketing strategies