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WHO I AM

Executive leader and collaborator
 Brand Builder and all-around Marketer
 Skilled in both Traditional AND
 Precision/Performance Marketing
 Marketing function Transformer
 Digital Strategist
 Dad, squash player, runner and intrepid
 traveler

WHAT I DO

I take on the challenge, in this tumultuous era of digital transformation, to establish high-performing modern marketing functions and energize teams. I focus on having a business impact... and have some fun doing it.

HOW I ADD VALUE

STRONG MARKETING SKILLS

I have practical and broad experience in modern marketing leadership, brand strategy, storytelling, customer experience, digital, sales enablement, industry thought leadership, and media. I know both “traditional” brand marketing and precision performance marketing.

CONSUMER/CUSTOMER-FOCUSED

I advance the importance of consumer/customer insights in every business decision I make, every day. I can put myself in the shoes of my consumers and my customers.

COLLABORATIVE RESULTS

I connect people and teams.. I build bridges across silos to maximize marketing’s impact on what matters most to the business. I believe in developing trust and strong relationships with my team members and colleagues.

PEOPLE CONNECTOR

My professional network enables me to build teams, consult with peers and mentors, bring in proven suppliers and keep a pulse on what’s new. My professional network would all describe me as a “great guy”.

CREATIVE

While I am completely at ease with financials and numbers, I also appreciate using the right creative side of my brain to deliver unique and different solutions. Creativity is one of the way marketing can always add value to any business model.

PASSIONATE AND HARDWORKER

I always play to win, and I always give my 100%. I believe most big business challenges are more like a marathon than a sprint. I have constantly demonstrated a Growth Mindset.

MY PROFESSIONAL JOURNEY

Building Strong Marketing Fundamentals| 1995 - 2006
Building strong Marketing fundamentals early in my career with two of the world’s leading CPG companies.

- Best-in-class training in brand management – P&G
- Entrepreneurial spirit and Digital Marketing – L’Oréal

Global Focus and upskilling| 2011 - 2017

Becoming a true multi-faceted marketing leader.

- Innovation, Brand Activation, and Social Marketing – Malibu-Kalhua / Pernod Ricard.
- Global Marketing with strong focus on Asia – Martell.
- Managing a large portfolio of spirit brands in a mature market – Pernod Ricard.
- Running North America marketing for a German multinational – Freudenberg.

Demonstrating mastery of CMO role| 2017 - Present

Leveraging my skills and experiences across all marketing disciplines to drive transformation, with a growth mindset.

- CMO – Bel Brands USA.
- CMO – Ste. Michelle Wine Estates.

ROLES / INDUSTRIES

CMO	CPG
S/VP Marketing	Wine & Spirits and Food
C-suite Consultant	Agency /Consulting

LEADERSHIP / COMMUNITY

THOUGHT LEADER

- Member of the CMO Club since 2017, Chicago.
- Member of ANA Global CMO Growth Council.
- Oncon – Top 100 Marketer Award Winner 2021.
- Participated at Annual Kellogg Marketing Leadership Summit.
- Keynote Speaker at different Marketing, Wine & Spirits industry events and conferences.

COMMUNITY

- Action for Healthy Kids – Marathon fundraiser.
- MetroSquash Chicago and Seattle Urban Squash – Volunteer in Sport & Academic programs for underprivileged kids.