

# Brian Rawson

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<b>EDUCATION</b>	<b>University of Virginia</b>	Charlottesville, Virginia
	The Darden Graduate School of Business	
	<b>MBA</b>	May 1993
	<b>Brigham Young University</b>	Provo, Utah
	<b>B.S. Organizational Psychology</b>	April 1986

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<b>EXPERIENCE</b>	<b>Teaching, Consulting, and Managing</b>	Wichita, Kansas
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2005-Present

- Built and assisted in execution of strategy for footwear client resulting in 300%+ increase in top-line sales and their first bottom line profits in three years
- Consulted with, and negotiated on behalf of, client to successfully increase product distribution from U.S. to Japan, the EU, Korea, Australia, and Mexico
- Engaged by private equity group to evaluate and build strategic plans for target acquisitions
- Instructor at Wichita State University, Barton School of Business
- General Manager, In2uit America, LLC

1996-2005	<b>The Coleman Company</b>	Wichita, Kansas
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***Senior Vice President, General Manager, Coleman Products (2005)***

Complete P&L responsibility for softlines, hardlines, and licensing business units (\$465mm in U.S. and \$800mm globally). Direct reports included VP's and Directors of Product Management, Finance, Design Engineering, Adventure Recreation Products, Backyard Products, Intellectual Property, and Licensing.

- Assisted in restructuring global and domestic organizations to align with new owners' strategic plan resulting in \$multi-million SG&A savings
- Implemented global sourcing/product development model to reduce average global product costs by 10%
- Launched two significant new product lines penetrating new channels and new consumer activity bases

***Senior Vice President, General Manager, Softlines (2003-2005)***

Complete P&L responsibility for softlines business unit (\$165mm in U.S. and \$245mm globally). Direct reports included VP's and Directors of Product Management, Marketing, Finance, Design Engineering, Sourcing, Operations, Distribution and Customer Service.

- Achieved 13% top-line growth and 18% bottom-line growth
- Closed/sold 2 non-competitive U.S. manufacturing facilities
- Launched four significant new product lines penetrating new channels and new consumer activity bases

**Senior Vice President, Marketing & Product Development (2002-2003)**

Accountable for worldwide product development and marketing functions. Oversaw entire process from idea generation to marketing/sales launch of product/services. Three direct reports: VP Design Engineering, VP Marketing--Brand Management, VP Product Development & Innovation. All groups totaled 80 people.

- Achieved over \$120mm of new product revenue in U.S.
- Increased direct-to-consumer sales from \$0.9mm to \$6.0mm while avoiding channel conflict

**Senior Vice President, Brand Marketing (2001-2002)**

P&L and strategic growth responsibility for the Coleman brand and portfolio of brands worldwide (Total=\$800mm). Accountability for advertising, promotions, public relations, event marketing, packaging, internet marketing, brand and product positioning/strategy, and licensing.

- Helped to secure license with Lowe's resulting in \$1.5mm+ royalty revenue increase
- Launched two new products through direct response TV with over \$10mm in revenue

**Vice President, Marketing – Brand Management (1999-2001)**

P&L and strategic growth responsibility for the Coleman brand and portfolio of brands (Total=\$450mm). Direct reports included directors of each brand (4), advertising, packaging, public relations, and Coleman.com.

- Developed and implemented strategic plan transitioning Coleman from a sales-driven, strategy to a consumer-driven, brand strategy. Reallocation of resources to consumer communications and innovative new product development
- Launched three new brands accounting for 30% of total Coleman sales
- Complete overhaul of web strategy. Increased traffic to site 5X

**Vice President, Marketing – Softgoods (1998-1999)**

P&L responsibility for Coleman Softgoods business unit (\$130mm). Direct reports included directors of product management (2), category sales, sourcing, and finance.

- Increased top line 36%
- Increased bottom line \$11.3 million

**Director, International Marketing & Product Development (1996-1998)**

Launched products in international markets (predominantly Japan) in conjunction with regional sales and marketing offices. Assisted in integration of acquired companies (2) and brands into Coleman international product and brand portfolios. Staff of 10 included International customer service and logistics.

- Introduced 10-20 new products each year
- Achieved annual reductions in freight, sourcing, and logistics of \$1.1mm

1993-1995      **PepsiCo Food Systems**      Wichita, Kansas

**General Manager, Marketing and Opinion Research** (1994-1995)

Complete P&L responsibility for PepsiCo venture business. Managed all functions of field research business that conducted marketing, operations, and consumer research.

- ➔ Managed staff of thirty. Sold and delivered 10-15 research projects per month
- ➔ Increased revenue 4.5 times and net operating profit 11 times

**Manager, Marketing and Distribution Services** (1993-1994)

Internal consulting team member (one of four) responsible for system-wide procurement/distribution cost reductions.

- ➔ Implemented process, product, supplier, and distribution changes resulting in over \$12 million in annual cost savings to Pepsico restaurant divisions

1991-1993      **Foresee Consulting**      Yokohama, Japan/Charlottesville, Virginia

**Principal**

Consulted with senior executives of Japanese multinational companies regarding U.S. asset utilization (While a full-time MBA student)

- ➔ Conducted management training seminars for over 15 multinational companies
- ➔ Solved management crisis for client avoiding \$3 million revenue loss

1986-1991      **Interac Co., Ltd.**      Tokyo, Japan

**Senior Manager, Foreign Personnel Administration**

Direct line responsibility for 400 full and part-time employees in Tokyo head office and ten branch offices. Managed \$8.5 million cost center.

- ➔ Increased productivity 11% and employee retention 40%
- ➔ Reduced annual labor costs by \$290,000 and recruiting costs by 20%
- ➔ Traveled throughout Japan presenting cross-cultural communications lectures and seminars to civic and corporate audiences

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**PERSONAL**      Speak Japanese fluently. Interests include pedagogy, community service, community-created content, innovation, biographies, and stories of incredible comebacks.