

JULIE N. HENNESSY

CAREER SUMMARY

A high energy Marketing Executive with a proven track record of accelerating profitable growth and market leadership of new and established products. A strong background in general management, marketing, advertising, new product introduction and business planning. Particularly skilled mentor, teacher and staff developer with focus on multi-functional team environments.

An excellent strategic thinker with good analytical business judgment, a strong dedication to developing enthusiastic, high performance organizations, and the ability to discover non-conventional approaches to generating business growth. Able to establish effective partnerships and act as an internal marketing consultant with all levels of the organization.

PROFESSIONAL EXPERIENCE

J.L. KELLOGG GRADUATE SCHOOL OF MANAGEMENT

Northwestern University, Evanston, Illinois

Clinical Professor of Marketing Strategy 2007 to Present

Clinical Associate Professor of Marketing Strategy 2004 to 2006

Clinical Assistant Professor of Marketing Strategy 1997 to 2004

Teaching Introductory Marketing and Senior Marketing Strategy courses to MBA and Executive program audiences. Rated among top Kellogg professors as measured by student course evaluations and department faculty awards. Awarded prestigious Lavengood Professor of the Year in 2007; nominated in "final five" for the award the 3 years prior to 2007. Awarded Department Chairman's Award for Teaching of Core Course three of the last five years. Awarded Certificate of Impact Awards in 2009 and 2010. Executive teaching and/or consulting with organizations including Microsoft, Sony, General Electric, British Petroleum, McDonalds, Kraft and the National Minority Supplier Development Council.

HENNESSY ASSOCIATES, INC.

1997 to Present

President

Consulting practice in General Management and Marketing Strategy. Completed strategic marketing projects for clients spanning Hardware/Appliance, QSR/Foodservice, Not-for-Profit/Fundraising and Arts Programming, Office Products, Food Manufacturing/Distribution, Pharmaceutical and Internet/Technology industries.

KRAFT FOODS, Glenview, Illinois

1986 - 1997

Category Business Director - Spoonable Salad Dressings

Responsible for all areas of operation of Spoonable Salad Dressing Category, including Kraft Miracle Whip and Kraft Mayo brands. Category represented more than \$600 million in sales and is Kraft's #1 profit and return on sales category. Led a category team of 13 direct reports and more than 75 cross-functional members and three advertising agencies.

- Extensive advertising copy development, testing and production experience. Created successful current user and new user advertising campaigns, both for individual brands and within joint Kraft "umbrella" efforts. Volume impact behind \$25 million campaign was highest among Kraft Foods brands.

- Developed a \$5 million state-of-the-art heavy user direct mail program; high efficiency targeted volume driver.
- Drove successful product quality improvement program. Significant improvements in product quality achieved across all core items, resulting in advertisable superiority claims vs. core competition.
- Concurrent with product improvements, gained approval for \$12 million capital upgrade in plants generating \$8 million annual cost savings. Awarded Kraft Foods Superior Achievement Award for accomplishment.
- Developed retail trade category selling stories to support merchandising and favorable pricing of Miracle Whip, #1 dry grocery retail loss leader item.

Category Manager - Pourable Salad Dressings

Responsible for all areas of operation of Pourables Salad Dressing category, including Kraft, Kraft FREE and Seven Seas brands.

- Created and gained agreement to three-year plan for Pourables category, including competitive Ranch segment growth plans.
- Linked with other Kraft salad brands to reinvigorate historical summer salad promotion and sales incentives to drive summer holiday share gains.

Category Manager - Dry Packaged Dinners

Responsible for all areas of operation of Dinners category, including Kraft Macaroni and Cheese lines, Velveeta Shells and Cheese and Pasta Salads businesses.

- Initiated successful kid marketing programming for Kraft Macaroni and Cheese including "Oni" advertising campaign, now in the seventh year, introduction of kid-focused flanker items and creation of promotional "Cheese and Macaroni" club.
- Led qualification and development of a seven co-packer manufacturing network to meet growth needs of business while managing field sales product supply allocation.
- Developed and executed special pack strategy to generate multiple unit merchandising at retail.

Brand Manager - Kraft Mayonnaise, New Products

EDUCATION

Northwestern University Evanston, Illinois
J.L. Kellogg Graduate School of Management
Master of Management in Marketing and Finance

Indiana University Bloomington, Indiana
Bachelor of Science degree with concentrations in Psychology and Mathematics