

KATHERINE Z. EDWARDS

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PROFESSIONAL SUMMARY

Commercially driven marketing leader with 15+ years of progressive CPG leadership experience and a proven track record of owning P&Ls and accelerating growth across both established and high-growth, challenger CPG brands. Leads end-to-end brand strategy, consumer insights, innovation commercialization, and integrated marketing to turn consumer insight into bold, differentiated brand platforms that scale national awareness, strengthen brand equity, and expand household penetration. Combines data-driven decision making with modern go-to-market, shopper, and digital marketing strategies to unlock growth across retail and DTC channels. Builds and leads high-performing marketing organizations and cross-functional teams, bringing clarity, energy, and accountability to fast-paced, high-growth environments.

CORE COMPETENCIES

Brand Strategy & Portfolio Management | P&L Ownership | Consumer Insights | Shopper & Trade Marketing | Integrated Marketing Campaigns | Innovation Commercialization | Go-to-Market Strategy | Digital & Social Marketing | Team Leadership & Development | CPG/Retail Channel Growth | PE-Backed & High-Growth CPG Environments

LEADERSHIP EXPERIENCE

RIPPLE FOODS

BERKELEY, CA (REMOTE)

Sr. Brand Director, Head of Marketing (VP-Equivalent Scope; P&L Owner)

Feb 2025 – Present

- Own full brand P&L, actively managing top- and bottom-line levers (innovation, pricing, cost structure, and portfolio mix) to drive sustainable revenue and margin growth
- Delivered 107% of AOP by aligning cross-functional teams against clear growth priorities, balancing near-term revenue delivery with long-term brand equity building
- Led expansion into Walmart, securing national distribution across +2000 doors, unlocking incremental household penetration and revenue growth
- Serve as primary marketing voice to PE ownership, board of directors, and executive leadership, shaping growth narratives, brand strategy, and innovation commercialization roadmap to secure alignment and investment
- Lead cross-functional commercial teams across Sales, R&D, and Operations to align on growth strategy, unlock new market access (e.g., WIC approval), and drive execution against key business priorities
- Own media strategy and KPI framework across retail media, digital, and shopper marketing, leveraging consumer insights and syndicated data (SPINS/Circana) to scale national brand awareness while improving conversion, in-store velocity, and ROI
- Guided brand-led growth of Ripple Kids, driving 21% CAGR since 2022 by scaling national brand awareness, strengthening messaging, and expanding distribution and ecommerce formats
- Built and lead a high-performing, multi-disciplinary marketing organization of 4 direct reports plus 2 contract marketers, developing talent and elevating capabilities across brand, digital, and creative functions

Brand Director

Feb 2024 – Feb 2025

- Led brand turnaround in a declining category, driving share gains by repositioning the brand to sharpen differentiation, re-define target consumers, and focus investment against highest-impact growth levers
- Translated brand strategy into on-shelf execution, including refreshed core packaging and pediatrician-backed Ripple Kids packaging, strengthening clarity, credibility, and taste appeal
- Directed integrated media strategy (earned + paid), partnering with agency to optimize reach, engagement, and brand awareness, delivering \$6.8MM in earned media value and 527MM impressions
- Expanded leadership scope to oversee Digital Marketing and Creative teams, strengthening collaboration and creative consistency across channels

Associate Brand Director

May 2022 – Feb 2024

- Led refinement of Ripple's brand house, clarifying positioning, audience definition, and points of difference across the portfolio

- Developed integrated marketing strategies focused on driving awareness, trial, and household penetration through a mix of working media, sampling, and lower-funnel activation
- Shaped long-term innovation pipeline for Ripple Kids, identifying whitespace opportunities to fuel sustained growth

CAMPBELL SOUP COMPANY

CHARLOTTE, NC

Sr. Brand Manager | Snyder's of Hanover

Oct 2020 – Apr 2022

- Owned \$500MM+ brand portfolio, leading annual operating plans and long-range brand strategy to deliver sustained top-line growth and margin expansion
- Repositioned Snyder's of Hanover in a fast-evolving snacking landscape, developing a 3-year strategic roadmap that sharpened brand positioning, refined target consumer focus, and accelerated flavor-forward innovation to drive consumption, household penetration, and basket size
- Led end-to-end innovation strategy to expand category penetration and recruit new consumers, delivering \$32MM+ in incremental revenue
- Built and led a high-performing team by defining clear roles and responsibilities and mentoring three direct reports (Brand Manager and Associate Brand Managers), driving improved performance, inclusivity, and organizational agility

Sr. Brand Manager | Lance

Sep 2018 – Oct 2020

- Transformed marketing strategy, brand positioning, and annual operating plans for +\$450MM Lance Snacks portfolio, driving +0.8pt share growth in a highly competitive 50% share category leader
- Boosted Lance brand equity by increasing total Marketing ROI by +46%, with Media ROI rising +60%, optimizing campaign efficiency and effectiveness
- Revitalized brand presence on shelf through a reimagined packaging design and updated logo, resulting in +8pts improvement in consumer metrics including brand association, appetite appeal, and shop-ability

Brand Manager | Lance

Aug 2016 – Sep 2018

- Led strategic development and launch of Lance's first-ever TV advertising campaign, managing agency partners end-to-end from concept through production on an accelerated 8-week timeline, delivering a +12.7% sales lift during the critical Back-to-School period
- Drove +1.0pt household penetration growth through a multi-channel expansion strategy, increasing club channel presence via optimized product rotations and upgraded pallet displays, launching a new smaller pack format for Drug based on shopper insights, and deploying turnkey display solutions for Convenience

HENKEL CONSUMER GOODS

SCOTTSDALE, AZ

Brand Manager | Dial (Innovation), Tone Skincare (Base Brand)

May 2015 – Aug 2016

- Optimized portfolio mix and pricing for Tone Skincare, delivering the fastest growth in brand history (+9% over 52 weeks)
- Set brand strategy and integrated marketing plan for Tone Skincare, driving increased awareness and stronger category presence

CONSTELLATION BRANDS

SCOTTSDALE, AZ

Associate Brand Manager | Negra Modelo/Victoria/Tsingtao

Feb 2013 – May 2015

- Launched an elevated on-premise draft strategy for Negra Modelo (+17% distribution, +6% sales growth) and reversed a two-year sales decline for Victoria through new pricing and expansion into 31 additional states (+6% organic, +90% incremental sales growth)

NESTLÉ USA

SOLON, OH

Associate Brand Manager | Nestlé Toll House

Aug 2011 – Feb 2013

- Owned base business and seasonal innovation for a \$200MM refrigerated cookie dough portfolio, managing a \$12MM annual marketing budget while driving profit improvement through manufacturing efficiency, reduced salvage, and precise demand forecasting

EDUCATION

MBA, Marketing Management, The Ohio State University - Fisher College of Business, *Columbus, OH*

BA, Economics, University of North Carolina at Chapel Hill, *Chapel Hill, NC*