

SCOTT L. ZUCKERMAN

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PROFESSIONAL SUMMARY

- Proven leader of traditional and multi-unit lines-of-business. Diverse, foundational experience as successful head of operations, marketing, innovation, concept/product development, consumer research, strategy, and finance functions.
 - Retail and consumer products expert. Extensive food background with critical review and site visits to 250+ brands (restaurant, grocery, and manufacturer) to assess consumer proposition, operations, and unit economics.
 - Unique skill set combining deep consumer understanding, extraordinary creativity, and strong financial acumen.
 - Confident motivator who consistently inspires exceptional dedication and loyalty from team members. Outstanding communicator - proficient at interacting with all organizational levels and navigating complex corporate structures.
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EXPERIENCE

2014

Technomic Inc.

Chicago, IL

Consulting Principal (February 2014 – present)

Formed alliance with largest food industry consultancy and data firm to perform strategic, brand, and operational consulting services for start-up, midsize, and Fortune 500 clients, and lead internal Technomic re-branding efforts.

- Directed team of 20 employees, consultants, and agency personnel in eight month project to develop a new automated retail concept for the leading micro-market snack and beverage provider.
 - Oversaw creation of all concept elements including name, logo, web user-interface, visual systems, market look and feel, and operating procedures in preparation for winter 2014 new business launch.
 - Developed new, unique business model and financial plan to create maximum value for client and other participants in a brand new food ecosystem.
- Developed strategic plan and tactical playbook for major vegetable supplier to double sales in five years via brand re-positioning, retail sales strategy, operating partnerships, and world-class consumer marketing.
- Performed numerous Private Equity led due-diligence projects for potential restaurant acquisitions.
- Project leader for Brand Refresh initiative to updated Technomic's mission, vision, and brand positioning, along with aligning strategic changes to tactical improvements. Extremely positive early sales trend results from updates to presentation and report delivery, brand look and feel, and sales team go-to-market approach.

2011-2013

OUTERWALL (PARENT OF REDBOX AND COINSTAR)

Oakbrook Terrace, IL

General Manager/Founder, Crisp Market & Vice President, Food Venture (February 2011 – December 2013)

Recruited by Outerwall Executive Committee to start-up and lead new food line-of-business, reporting in to the Food Venture Board of Directors. Cultivated idea from concept on paper to 20 unit, automated retail, foodservice operation generating an industry leading \$2K+ in annual sales per square foot. Managed all aspects of the business including P/L, operations, marketing, deployment, and site partner relationships.

- Created a new-to-the-world brand - Crisp Market - including name, logo, personality, visual systems, menu, products, kiosk look and feel, and customer order experience.
 - Fantastic consumer response - 85% of users say they definitely or probably would use Crisp Market again. Also created passionate brand evangelists within each site - Net Promoter Score of 46%; well above both retail (30%) and foodservice (27%) NPS benchmarks.
 - Led development of 30 new products across sandwich, salad, wrap, dessert, and snack categories. Extremely strong customer response to food - taste, quality, and freshness ratings all 8+ (10 pt. scale). Achieved commercialization of gold standard products by working with commissary partner on ingredient sourcing and recipe training.
 - Integrated hardware, software, & web technology with a newly designed user-interface to create an operating kiosk that delivers consumer aesthetic appeal (8.6 rating) & best-in-class reliability (99% uptime). US design patent inventor covering food kiosk design, systems, and methods.
- Established operating infrastructure to deploy kiosks in the field and accomplish food pick-up, stocking, rotation, and charitable donation of unsold products, for 20 unit system, on a daily basis. Partnered with Chicago Lights to donate unsold food to help feed underprivileged Chicagoans.
- Negotiated supplier rebate deals and implemented food ordering and waste management protocols to allow for achievement of long-term P/L targets in test units.
- Directed advertising agency in creative development and execution of opening and refresh marketing plans, including point-of-purchase signage, social media campaigns, emails, promotions, and special events.
- Closed numerous deals directly and assisted Business Development Manager on networking, creating leads, and conducting effective sales calls to secure kiosk locations.
- Extremely favorable upward feedback from team and zero turnover of full-time staff.

2008-2011

VOICEPRISM INNOVATIONS

Chicago, IL

Chief Operations and Marketing Officer (September 2008 – February 2011)

Responsible for day-to-day operations, execution of client engagements, personnel deployment, and deliverables. VoicePrism Innovations uses voice analysis technology for commercial, military, and consumer applications.

- Directed creation of all VoicePrism branding, communication, and direct sales materials.
- Drove numerous innovations and uses for technology including emotional assessment of employee workplace experience, up-selling opportunities within a call center, and consumer appeal of retail apparel.
- Project leader for all product development, including proprietary Visualizer and Voice Insights tools.
- Responsible for all branding, site content, marketing, communications, and operations of the RealScoop website. Led team of marketing and content professionals, PR agency, and technology consultants.
- Led official launch of site with “Palin vs. Biden on RealScoop” event in connection with debates.
- Directed social networking marketing program utilizing online ads, blogs, PR and other activities garnering significant press coverage including FOX News, 20 Tribune TV stations throughout the country, live interviews, major newspapers, and significant online coverage including AOL Popeater, and TechCrunch.

2007-2008

POTBELLY SANDWICH WORKS

Chicago, IL

Vice President of Marketing (January 2007 – September 2008)

Selected by Founder, Chairman and CEO to head Marketing team of 15 corporate & field marketing professionals. Oversaw consumer communication, branding, consumer research, and public relations. Directed ad agency, PR consultant, and internal resources in execution of marketing plan. Grew Potbelly sales by over 40% during tenure.

- Developed impactful and efficient annual marketing plans including broadcast, direct mail, in-store marketing, grass roots, special event, charity partnership, website, internet and other digital components.
- Strategic lead in creation of “Eight for 2008” key company initiatives and concept innovations such as Delivery, Catering, Breakfast, Drive-Thru, and Kids menu.
- Created first ever Potbelly radio campaign introducing salads (largest product roll-out in company history). Resulted in a 20-40% increase in salad unit sales and a 5-7% incremental sales lift overall.
- Integrated advertising plan for Chicago launch of Online Ordering resulted in 25% increase in online sales.
- Instituted direct mail advertising in all markets with redemption rates of 12-15% (well above industry benchmarks). Resulted in average 5% sales lift for targeted stores.
- Initiated comprehensive brand awareness & concept attribute tracking study.
- Created in-store merchandising including Gift Card display (increased Gift Cards sold by 57% vs. 2006).
- Oversaw Website Redesign project including peer rated best-in-class nutritional calculator tool.
- Re-structured Field Marketing team and responsibilities to more effectively support local store efforts, market-wide events and 25% annual new store growth with no additional headcount.
- Received upward evaluation scores from staff greatly above company averages in all categories.

2003-2006

QUIZNOS SUB

Denver, CO

Senior Vice President Marketing Strategy (September 2005-November 2006)

Executive Strategy Consultant (November 2003-August 2005)

Served as primary advisor to CMO. Oversaw new product development process and pipeline. Led all marketplace opportunity identification, competitive intelligence, and pricing strategy activities.

- Provided strategic, new products and marketing guidance to fuel Quiznos rapid growth. Quiznos increased systemwide sales by over 40% and opened 1,500 new restaurants over three year period.
 - Prime Rib & Peppercorn Sub – record incremental sales and transactions. Quiznos Team Award.
 - Flatbread Chopped Salads – enhanced female relevance, highest selling non-sub promotion in history.
- Head of Consumer Insights group executing all market research including Quiznos brand and performance attribute tracking, ad communication testing, competitive benchmark, and other industry studies.
- Selected by CEO for prestigious “Brand Positioning” team.
 - Member of team that selected advertising agency and marshaled them through “Quiznos Brand Orientation” process. Relationship partner for brand strategy and consumer research.
 - Worked with agency to craft new brand positioning, tagline, and campaign creative approach.
- Led “Future Concept” exploration. Charged with improving all brand and restaurant elements.
- Designed “Menu Value Initiatives” strategy. Added “Real Deal Menu” of six value priced subs that led to record sales and transactions along with improved value-for-the-money consumer scores.
- Project leader for CEO’s “Restaurant Profitability Team”. Served as point person for decisions regarding tactics to pursue, allocation of resources, and timing.
- Oversaw completion of comprehensive “industry and brand” report incorporating qualitative and quantitative consumer research along with intelligence gathered from visits to and critical reviews of 200+ brands.

1997-2003

McDONALD'S CORPORATION

New Concept Development/Corporate Strategy

Oak Brook, IL

Senior Director of Strategy (February 2002-October 2003)

Project Leader: Strategic Acquisitions (December 1997-June 1999)

Recruited by Executive VP Concept & Menu Innovation to provide direction for new concept creation efforts. Led department of eight professionals in the Marketing, Consumer Research, Strategy, and Finance disciplines.

- Developed and implemented ideas to re-concept the McDonald's brand. Greatly expanded menu offerings, added table service system, and enhanced décor to create 25% sales increases in impacted restaurants.
- Provided direction to advertising agency for all consumer communication including TV, radio, and print.
- Oversaw \$30 million departmental budget and partnered with EVP to set departmental agenda.
- Evaluated numerous acquisition candidates via critical assessment of the consumer proposition, operational store visits, and unit/system financial attractiveness. Performed comprehensive review of pizza industry.
- Completed largest acquisition in company history with the purchase of Donatos Pizza.
- Received top performance rating annually.

U.S. Marketing

Oak Brook, IL

Director of Value Initiatives (November 2000-January 2002)

Chosen by the SVP of Marketing to lead the development of value initiatives for the U.S.

- Leader of 20 person team charged with creation/implementation of flexible value meals program.
- Directed national advertising agency in creation of television commercials with consumer reaction scores well above benchmark, as well as radio, outdoor, print, and merchandising elements.
- Worked closely with McDonald's Field Marketing and local agencies to craft local media plans.
- Secured three TV test markets via formal pitches to local co-ops who saw 5-8% sales increases and improvements in brand attribute scores. Oversaw creation of operations and communication elements.
- Forged strong relationships with operator groups and franchisees in local test markets.

Donatos Pizza

Columbus, OH

Senior Project Manager: Brand Reconcepting Initiative (July 1999-October 2000)

Market Manager, Chicago (November 1999-October 2000)

Selected by McDonald's to ready Donatos for national expansion and design and execute integration strategy.

Reported directly to Donatos CEO and provided regular progress updates to Donatos Board of Directors.

- Identified and recruited team of 50 for "Brand Reconcepting Initiative." Designed significant improvements to the brand message, menu, décor, and service/ops systems. Addressed entire company on status via semi-annual national conferences. Administered project budget, timelines, and deliverables.
- Developed "New Market Entry Plan" template defining timeline, processes, metrics and market analysis.
- Chosen by CEO to oversee all aspects of entry into and operations of the high-profile Chicago market.
 - Completed Donatos operations training while maintaining full-time, senior role at Home Office.
 - Head Store Manager at \$1.3 million volume store – achieved top overall rating in 120 unit system.

1992-1997

ARTHUR ANDERSEN

Chicago, IL

Consumer Products and Manufacturing Division

Consulting Manager (1997) Senior (1994-1996) Staff (1992-1993)

Gained valuable consumer products industry experience. Honed project management, supervision, analytical and presentation skills. Developed a strong financial knowledge base for business decision making.

- Completed strategic business reviews for Sara Lee, Enesco (Precious Moments), and Superior Coffee.
- Led Bosch due diligence team efforts resulting in \$65 million favorable purchase price adjustment.
- Worked with investment bankers, lenders, and CFO in preparing SEC documents for U.S. Can IPO.
- Supervised staff of 15+ people on multiple concurrent engagements. Top rated "A" performer.

1986-1992

BAKERS SQUARE RESTAURANTS

Niles, IL

Indoctrinated into the restaurant industry pace, customer service mentality, and unique skill set required for success by working as a waiter, host, and trainer.

EDUCATION

1998

**J.L. KELLOGG GRADUATE SCHOOL OF MANAGEMENT
NORTHWESTERN UNIVERSITY**

Evanston, IL

Master of Management degree. Majors in Marketing, Strategy, and Finance.

Jane Robertson Award for Academic Achievement - perfect 4.0 grade point average.

1992

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

Urbana, IL

Bachelor of Science in Accountancy degree with High Honors. Certified Public Accountant.

Winner of Watt Sells Award - top 100 in the U.S. out of more than 60,000 people sitting for the CPA exam.