

**JOHN K. MANN**  
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Energetic leader and successful entrepreneur with diverse marketing research, technology, brand management and college teaching experience. Strong skills in finding creative solutions to challenging problems. Proven ability to identify, bring to life and leverage consumer, business and technological insights. Emerging lecturer at the college level focusing on business, entrepreneurship, essential life skills and general student mentoring.

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## **CAREER EXPERIENCE**

### **INDEPENDENT MARKETING & RESEARCH CONSULTANT, Littleton, Colorado (2001-Present)**

*Founder and President, Mann Consulting, Inc.* (www.mann-consulting.com) 3/2001 – 10/2017

*Founder and President, Brite Marketing, Inc.* (www.britemarketing.beer) 10/2017 – Present

Successful marketing and research consulting practice serving an expanding client base in a diverse spectrum of businesses including alcohol beverages, consumer products, restaurants, professional and technical trade associations and building materials. Client growth has been driven by strong repeat and referral business.

### **COLORADO COLLEGE, Colorado Springs, Colorado (1998-Present)**

*Guest Lecturer* (intermittently) 10/1998 – 11/2012

*Executive in Residence, Economics & Business Department* 11/2012 – Present

*Career Center – Competitive Business Coach* 8/2018 – Present

Beginning as a day guest in EC 326 Consumer Marketing presenting a lecture on Product Development intermittently from 1998 to 2011, now solo teaching EC 110 Marketing for Entrepreneurs (self-developed), EC 326 Consumer Marketing, and EC 425 Advanced Topics in Business: “The Coffee Marketing Challenge” (self-developed). Beginning quarter-time role in the Career Center August 2018.

### **COORS BREWING COMPANY, Golden, Colorado (1995-2001) 6/95 – 3/01**

*Director, Marketing Research* (11/98 – 3/01)

*Group Manager, Consumer Research* (6/95 – 11/98)

Grew the effectiveness of a department providing strategic insights from custom research, syndicated databases, the 1-800 call center and competitive intelligence. Supported Coors’ worldwide business with a staff of 11 professionals and a research budget in excess of \$5 million. Key accomplishments included:

- Re-engineered the department’s role from just “passing numbers” to developing and championing insights that have a significant impact on the business, including developing a role directly supporting Sales.
- Developed enhanced consumer equity tracking, concept development/evaluation and product testing capabilities. Effectively negotiating a new \$10 million syndicated research contract.

### **PYRAMID CONSULTING & VENTURES, Atlanta, Georgia (1994-1995)**

*Vice President, Consulting Services*

Led an independent consulting group in this competitive strategies firm, focused on facilitating new product development. Responsible for client prospecting, consulting services (marketing, marketing research, product development) and venture development.

### **CHURCH & DWIGHT COMPANY, Princeton, New Jersey (1992-1994)**

*New Products Brand Manager, Marketing* 7/93 - 9/94

Led business team preparing a new product for market, including brand positioning, financial analysis, product development and advertising creative. Crafted a strategic process for evaluating new brand ideas.

*Sr. Manager, Marketing Research* 1/92 – 7/93

Established a marketing research group reporting jointly to Marketing and R&D. Built a team that designed, executed and analyzed both primary and syndicated research. Managed supplier and consultant relationships.

**THE PROCTER & GAMBLE COMPANY**, Cincinnati, Ohio (1981-1991)

***Group Leader - Products Research***

9/1983-12/1991

Responsible for design and development of new products and line extensions to existing brands. Included extensive hands-on experience in product and concept development, and direct consumer research supporting this work. Led multi-functional teams from initiation through test marketing of initiatives. Managed sensory and lab evaluation, as well as analysis of competitive and consumer 800-line information. Supervised groups of from 1-3 engineers and 3-5 technicians.

- Led global team that developed the worldwide positioning concepts for liquid laundry detergents.
- Co-developed with Marketing successful concepts for Dawn, Liquid Tide and various test products.
- Led product development team that successfully re-launched Folgers line of restaurant and office coffee products. Responsible for packaging design, consumer testing, sensory evaluation and sales support.
- Established the basis for interest and secured management agreement to staff and develop Folgers Dark Roast, the first flavor extension in Folgers' history, based on breakthrough segmentation research.
- Led the development of a novel thermoformed vacuum package for foodservice coffee. Included extensive ergonomic testing with users, resulting in a 9:1 preference over existing packaging while decreasing packaging costs by over 45%.
- Supported Sales as key presenter on major regional and national account calls. Developed critical relationships with industry leaders in the office coffee business. Involved the development of technical and consumer orientations supporting the introduction of controversial higher yield roasting technology.

***Development Engineer***

6/1981 - 8/1983

Responsible for process development, product design and consumer evaluation of a disposable towel for industrial and food service use.

- Invented a high speed lamination process, exceeding design requirements on extremely tight timing.
- Redesigned product to meet 25% product cost reduction target while maintaining critical functionality.

## EDUCATION

**MBA Marketing** (1988); Xavier University, Cincinnati, Ohio (GPA: 4.0/4.0)

**BS Chemical Engineering** (1981); Clarkson University, Potsdam, New York (GPA: 3.1/4.0)

## CIVIC INVOLVEMENT AND INTERESTS

**Board of Directors**

- St. Luke's Performing Arts Academy (2015-2017)
- Broadway Assistance Center (2011-2013)
- Denver Urban Ministries (2004-2008; President 2006-2007)

**Pro bono consulting for Denver-area charities** including the ARC of Arapahoe/Douglas Counties, Denver Urban Ministries, Habitat for Humanity, Mile High United Way and Street's Hope.

**Various volunteer leadership** positions supporting youth programs, including over 32 years as a church youth leader and five years coaching youth soccer.

**Hobbies** include home brewing, alpine skiing and fly fishing.