

MARY POCHOBRADSKY, MBA

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A courageous and resilient leader, leverages the art and science of marketing, product innovation and improved productivity to drive revenue and profitable business growth. Competitive and collaborative with expertise in direct to consumer, retail, and integrated digital marketing; has worked across multiple categories on big iconic and small resource constrained brands in both global and local roles. A problem solver and strategic thinker, turns around categories and transforms brands by surmounting key business challenges. Delivers exceptional results with consumer-centric and differentiated brand solutions through data analytics, sound business fundamentals, creative marketing, disruptive innovation, that is executed brilliantly. An empathetic manager, coach, and mentor creates high-performing teams and believes "A rising tide lifts all ships."

EXPERIENCE

POCHOBRADSKY ENTERPRISES, LLC., Lancaster, PA

2021 – 2022

Chief Executive Officer

Consulting for Private and Private Equity owned brands and businesses on potential deals. Working hands-on with teams to address growth strategy, brand strategy, consumer insight, innovation, and integrated marketing communications challenges.

NUTRISYSTEM, INC., Fort Washington, PA (Acquired by Kainos Capital LLC 2020, formerly Tivity Health Inc.)

2018 – 2021

Vice President, Product & Innovation

Owned brand strategy, product strategy and innovation at Nutrisystem, Inc. (Nutrisystem, South Beach Diet, Wisely Well). Designed pipeline of innovation to deliver year-over-year growth for \$700M Direct to Consumer, and Retail businesses along with new Business to Business opportunities.

THE HERSHEY COMPANY, Hershey, PA

2016 – 2018

Executive Director, Global Brand Strategy and Integrated Marketing

Led transformational journey of \$8 billion portfolio of iconic brands (Hershey's, Reese's, Kit Kat, Ice Breakers, and Twizzlers) into a modern marketing leader. Defined brand portfolio strategy, informed company growth strategy and M&A focus, leveraging \$195B snacking segmentation. Sharpened brand purpose and positioning for ten priority brands. Championed shift from TV-first, media-specific executions to idea-led and digitally enabled communications.

PROCTER & GAMBLE, Cincinnati, OH

1992 – 2015

General Manager, Breakthrough Innovation, Family Care

2014 – 2015

Led overall project general management for disruptive paper category platform innovation aimed at resetting competitive performance advantage for decades of growth. Led team of ~100 scientists and engineers at test manufacturing site to revamp program, redefine success measures, and restored financial viability through program breakthroughs.

Chief Brand Officer, Global Family Care

2011 – 2014

Defined strategy and developed innovation pipeline and global expansion plans for \$6B portfolio (Bounty; Charmin; Puffs). Drove financial and market success through consumer-inspired, idea-led product, packaging, and communications for major restages and disruptive forms.

Brand Director, North America Fabric Enhancers

2007 – 2011

P&L owner for \$1.2B North America fabric enhancers category (Downy; Bounce; and Gain). Led all aspects of brand strategy, innovation, and go-to-market execution with consumers and retailers. Led category turnaround by addressing critical business fundamentals, introducing consumer-relevant innovation, and delivering highly effective marketing.

Associate Marketing Director, Global Marketing Knowledge and Innovation

2003 – 2007

Expert marketer for Global Marketing Officer, Jim Stengel, owned development, and implementation of best practices for 22 brands each greater than \$1 billion in sales. Traveled globally to deliver locally tailored training for 7,000 brand builders.

Brand Management, North America Hair (U.S.); Crest; Pepto Bismol/Metamucil; and Pampers (Canada)

1992 – 2003

AREAS OF EXPERTISE

Brand Strategy, General Management, Innovation, Consumer Insights & Analytics, Omni-Channel Marketing, TV Advertising, Digital & Social Media, Public Relations, Retail & DTC/eCommerce, Segmentation, Package Design, Marketing Capability

EDUCATION

Master of Business Administration (M.B.A.), MCGILL UNIVERSITY, Montreal, Canada

Bachelor of Art (B.A.), MCGILL UNIVERSITY, Montreal, Canada