

SAMPLE CLIENT, PHD, FACN, CSCS

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CHIEF SCIENCE OFFICER / RESEARCH & DEVELOPMENT

Industry expert in bridging the gap between science, marketing, and application of performance nutrition, fitness, and dietary supplements.

Influential, forward thinking Executive Leader recognized for leading the R&D direction, guiding the strategic vision, and positioning multi-million-dollar companies as an industry leader. Hire and motivate teams, revitalize organizational structure, and influence nutritional trends to provide a competitive advantage, enhance product adoption, and increase category sales. Thought Leader in coordinating scientific research, identifying millions of dollars in research funding, formulating new products, validating existing product lines, and licensing/patenting ground breaking products.

SKILLS & EXPERTISE

Strategic Leadership | Product Development | New Business Development | Marketing & Advertising Initiatives
Restructuring & Rebranding | Product Messaging | Research & Development | Innovative Scientific Strategy Operations
Leadership | Revenue Growth | Food Supplements | Process Improvement | Disease Prevention

CAREER HIGHLIGHTS

- As CSO at 4Life Research, accelerated company growth to \$340M+ (from \$280M) by reinvigorating R&D, quality control, innovation, product branding, scientific investments, and guiding the go-to-market strategy for a new product.
- As Senior Category Director at GNC, transitioned a \$380M retail giant out of ephedrine (80% of total category sales) by implementing a multifaceted strategy to introduce ketogenic and carb-restricting diets delivering 108%+ profit margin.
- As Editor in Chief at Weider Publications, exploded revenue to \$25.9M (from \$5.2M) by driving strategy planning, rebranding, and growth initiatives preparing the Scivation® and Primaforce™ brands for acquisition.
- Led a team of 25 to YOY revenue growth for Muscle & Fitness and M&F Hers magazines; implemented comprehensive magazine redesign and rebranding increasing advertising revenue 20%+ and achieving EBITA of \$16.5M
- Revitalized American Body Building sports nutrition drink to category dominance for acquisition; led rebranding, and reformulation strategies reducing liabilities and increasing profit 24.5% against \$25M in wholesale sales.

PROFESSIONAL EXPERIENCE

SAMPLE COMPANY | Draper, UT | 2004–Present

Chief Executive Officer

Direct research and consulting services for businesses, new organizations, research institutions, trade associates, and investment/legal organizations in dietary supplement, natural products, fitness, publishing/media, and food/beverage industries. Oversee and develop patentable IP and monitor business development, brand management, and regulatory compliance for contracted services.

- Increased revenue to \$25.9M (from \$5.2M) by rebranding and improving research processes for Scivation® and Primaforce™.
- Earned Charles A Ragus Award from American College of Nutrition for Best Original Research.
- Raised \$3M+ to perform experimental and applied research for exercise science, sports nutrition, preventative and integrative medicine, physiological, and nutritional sciences.
- Wrote 70+ publications and delivered 100+ consumer/trade articles, interviews, and speaking engagements.
- Facilitated university experimental study and developed two patent-pending commercial ingredients.
- Formulated/reformulated 100+ new products including Scivation Xtend® branched chain amino acid intra-workout fuel, iSatori Bio-Gro™ bioactive peptides, Cellucor Super HD weight loss products, Biotest Z-12™ nighttime recovery formula, Surge® Workout Fuel, Hot-Rox® Extreme fat burner, and Spike® Energy Drink.

4LIFE RESEARCH, INC | Sandy, UT | 2013-2015

Chief Scientific Officer

Recruited to rejuvenate and grow product development and advance sales for privately owned businesses spanning 25 global offices selling 500+ product SKU's distributed across 50 countries. Oversaw and managed team of eight scientists, chemists, and support staff in R&D and quality control laboratory. Led initiatives to upgrade product and service quality in compliance to cGMP. Set direction and established performance expectations, goals, and deadlines.

- Managed talent acquisition, training, and ROI for R&D services including FDA, FC, and international equivalent safety and efficacy claims with \$1.5M budget.
- Increased profits \$1.4M in first year by negotiating new supply agreement contract for higher quality of company's three flagship ingredients.
- Invented, patented, and university-tested two most successful products in company history: Renuvo™ adaptogenic anti-aging, anti-inflammatory/-oxidant and recovery formula, and PRO-TF™ low molecular weight protein.
- Accelerated overall sales growth rate by 21.4%+ during tenure from \$280M in 2012 to \$340M in 2015.

WEIDER PUBLICATIONS | Woodland Hills, CA | 2009-2010

Editor in Chief, *Muscle & Fitness* and *Muscle & Fitness Hers*

Managed 30 staff in revitalizing 70-year-old fitness magazine published in 35+ countries and 19 languages reaching 7.2M monthly readers in North America. Designed and implemented strategic plan for business turnaround ending eight-year financial decline and Chapter 11 status that ultimately increased advertising revenue by 20.3% and rose EBITA to \$16.5M (increase in net per page revenue of \$13K).

- Oversaw magazine creative redesign ensuring higher scientific credibility resulting in 24%+ increase in website traffic (with no digital media funding).
- Launched new fitness and nutrition apps: Jim Stoppani RAW series and M&F Trainer.com.
- Drove publication circulation and scientific credibility by negotiating and instituting research grant-based sponsorship with national Strength & Conditioning Association (NSCA).

GNC | Pittsburgh, PA | 2003-2004

Senior Category Director - Diet, Energy, Food & Beverage

Led five managers in growing company sales by collaborating with Sports Nutrition Category Director to transition \$380M category out of ephedrine and into company acquisition preparation. Engaged key vendors in strategic initiative for ketogenic and carb-restricted diet. Promoted novel energy drinks and delivery system that increased sales 15%+ and drove profits 108%+ from prior year.

- Co-formulated and launched Total Lean™ product line.
- Designed and formulated KORE™ line of novel energy products including 2 oz liquid shot.
- Facilitated negotiations for exclusive brand that included Beta-Alanine which eventually became top selling ingredient in sports nutrition products.

WEIDER NUTRITION INTERNATIONAL | Salt Lake City, UT | 2000-2003

Senior Brand Manager - American Body Building (ABB) & Science Foods

Directed sales strategies and brand management for two "ready-to-drink" sports beverages earning annual gross sales of \$25M distributed by 42 wholesalers and specialty shops including gyms, health stores, C-stores, and FDM channels.

- Reformulated, energized, and increased brand sales by 11.1% (increased margin by 14.5% and net profits by 24.5%) in preparation of acquisition by Optimum Nutrition (subsidiary of Glanbia plc).
- Streamlined product inventory by discontinuing under-performing SKUs by 30%.
- Designed new marketing campaigns for "ABB in You" depicting athletes casting shadow of new logo.
- Highlighted as exclusive sports nutrition RTD for 24-Hour Fitness and all corporate-owned Gold's Gym, World Gym, and Powerhouse Gym chains reducing competitive threats in brand's primary distribution channel.
- Introduced and reformulated 17 new products including Speed Stack™, Speed Stack™ Gum, Diet Force™, Diet Turbo Tea™, Adrenalyn Stack™, Mass Recovery™, and Extreme Body™ RTD.

EDUCATION

PhD, Exercise Physiology | UNIVERSITY OF OKLAHOMA | Norman, OK

Master of Science, Exercise Science | UNIVERSITY OF WEST FLORIDA | Pensacola, FL

Bachelor of Science, Business Administration | UNIVERSITY OF SOUTH FLORIDA | Tampa, FL