

# MICHAEL G. BOND

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## EDUCATIONAL EXPERIENCE

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**Brigham Young University, Provo, UT** 2011-Present

### Associate Teaching Professor

- Instruct in the areas of Brand Management, Marketing Management, Entrepreneurship and Strategy
- Awards: MBA Elective Professor of the Year (2017), Outstanding MBA Teaching Award (2016), Marketing & Supply Chain Department Teaching Excellence Award (2015)
- 4-time student-choice Merrill J. Bateman “Outstanding Faculty” Award Finalist (2013, 2015, 2016, 2017)

## INDUSTRY EXPERIENCE

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**Student Consultant Advisor** 2012-Present

- Brand Management Consulting – Initiated, directed, and advised semester-long student team consulting activities with top CPC clients including Hershey (Hershey Brand), 3M (Command Strips), Kimberly Clark (Kotex), General Mills (Cheerios), Proctor and Gamble (Metamucil, ZzzQuil), ConAgra Brands (Healthy Choice), Nestle Gerber (Nestle Good Start), Sun Products (Sun Laundry), White Wave, etc.
- Field Studies Consulting – Advised semester-long student team consulting activities with top companies including Adobe (4x), Mazda, USS Midway, Vidi, AquaTherm, A. Schulman, etc.

### Independent Consultant

**Adobe** Nov 2018 – Jan 2019

- Led team in Microsoft Dynamics 365 / Adobe customer profile study, messaging gap analysis and strategic targeting / messaging recommendations.

**General Mills** Sept - Nov 2018

- Directed team in licensed product strategic recommendations. Identified, evaluated, and verified potential cereal licensing partners and optimal brand extension options.

**MNT OPS** Jan 2016 – Jan 2017

- Board of Directors member for MTN OPS – Advise senior leadership in key business growth initiatives and branding strategies during quarterly board meetings.

**Bouchard Chocolates** Apr – July 2017

- Led team in brainstorming and product concept work utilized for new product strategy development. Advised team on final product strategy proposal presentation for Bouchard.

**Crio Bru, Inc** Jan 2015 – Jun 2015

- Developed consumer segmentation and targeting strategies with comprehensive brand repositioning recommendations for Crio’s product portfolio. Led creative agency briefing for new packaging design.

**Sun Products Corporation** Jun 2012 – Aug 2012

- Developed comprehensive laundry category growth strategies and marketing plans for three key Sun Product channel partners: Family Dollar, Meijer, and Delhaize (USA), successfully generating over \$2.8MM of incremental business to the Sun Products Corporation.

### Corporate Experience

**Henkel (acquired Sun Products Corporation in ‘16), Salt Lake City, UT** Aug 2009 – Aug 2011

*\$2 billion laundry / dish cleaning consumer package goods company*

#### Senior Brand Manager – Retail Brands

- Created strategies, managed innovation and led P&L efforts of key customer retail brands: Costco, Target, Kroger, Safeway and Publix.
- Directed a key customer’s upcoming top clean sub-brand launch - a premium clean platform, targeting eroding “Top Clean” consumers, delivering a projected 10% incremental Net Sales / Profit gain.
- Led Costco Kirkland Signature brand revitalization efforts, including package redesign, product renovation and strategic innovation across cleaning, conditioning and dish categories.
- Identified, developed and championed laundry cleaning innovation for all Retail Brands – resulting in the upcoming launch of a new high energy liquid laundry detergent.
- Led and coordinated Retail Brand FY11 business strategy planning efforts.

**ConAgra Brands, Omaha, NE / Naperville, IL**

Jul 2003 – Aug 2009

*\$13 billion packaged food company*

Senior Brand Manager – Chef Boyardee (May 2008 – Aug 2009)

- Developed strategies, managed the day-to-day operations, and led P&L efforts of \$688MM Chef Boyardee business (company's top profit generating brand).
- Overcame \$50MM inflation deficit and successfully delivered FY09 Net Sales and Profit targets.
- Directed strategic efforts of Brand Architecture initiative. Identified five meaningful sub-brands - delivering targeted package designs, and optimized shelf sets for improved variety awareness.
- Identified and overcame key growth target consumption barriers by improving brand's nutritional profile - reducing sodium levels across portfolio by twenty percent.
- Championed FY10 business strategy planning efforts.

Brand Manager – Marie Callender's & Healthy Choice (Feb 2006 - May 2008)

*Healthy Choice (Jan '08 – May '08)*

- Spearheaded innovation strategy development for the Healthy Choice brand. Introduced strategic initiatives to drive growth among med / light loyal consumers via product innovation.
- Managed performance of Healthy Choice Panini, Bread, Pizza and Ice Cream businesses.

*Marie Callender's (Feb '06 – Jan '08)*

- Championed all financial and strategic elements of the Marie Callender's Single Serve Business - surpassing planned top and bottom line expectations for two consecutive years. Achieved top-line 2-year growth of 12% with a bottom-line increase of 24%.
- Led advertising team efforts in the creation of new television campaign - delivering three spots that exceeded advertising index norms for recall and persuasion.
- Successfully executed price advance and new merchandising strategies - driving double digit gross margin gains while maintaining top line growth.
- Modified Marie Callender's brand essence / positioning statements - enabling new packaging design, brand innovation opportunities and variety expansion. Strategy delivered the successful launch of four new line extensions and future platform innovation.
- Spearheaded ConAgra's Indiana MBA recruiting efforts. Leveraged I.U. professor relationships for unprecedented student access for improved talent identification. Successfully attracted six full time hires to the organization. Efforts were awarded with Star Performance Award.

Associate Marketing Manager – Banquet (May 2004 –Feb 2006)

- Managed the day-to-day operations of \$500MM Banquet Dinner and Pot Pie business (company's top volume product lines) delivering 25% top-line growth over two years.
- Identified and delivered \$6.5MM in annual product savings via SKU renovation. Successfully improved consumer satisfaction with product changes. Named Star Performer for the initiative.
- Led brand strategy and execution of major sponsorships, including NASCAR and PBA bowling - resulting in incremental quality merchandising and distribution.
- Developed volume forecasting model that was adopted division wide, reducing error from 7% to 5%.

Assistant Marketing Manager – Kid Cuisine (Jul 2003 – May 2004)

- Managed the day-to-day operations and developed promotional strategies for the \$125MM Kid Cuisine business (achieving 85% share of the frozen kid's meal segment).
- Identified, conceptualized and executed three of the top five selling promotional events in Kid Cuisine history – each program surpassing previous year sales by more than 20%.
- Secured and/or developed strategic promotional partnerships with key industry leaders including Disney, DreamWorks, Nickelodeon, 20<sup>th</sup> Century Fox, ABC, and Cartoon Network.
- Directed brand team in the development of seven limited edition promotional meals.

**Bristol-Myers Squibb Company**, Evansville, IN

May 2002 – Aug 2002

*\$19 billion pharmaceutical / nutritional products company*

Marketing Intern – Mead Johnson Nutritionals

- Maximized medical channel promotion by creating sales force incentive programs, office sampling initiatives, and product education materials.
- Prepared in-depth competitive analysis with P&L assessment of company's top competitor and presented findings at 2003 Annual Business Planning Session.

**Melaleuca, Inc.**, Idaho Falls, ID

Apr 1998 – Aug 2001

*\$400 million consumer package goods / manufacturing company*

Category Manager – Personal Care (1/00 – 8/01)

- Developed and led all strategies and plans for \$65MM Personal Care business (top volume category).
- Reversed three-year category decline by producing 4% revenue and volume growth in 2000.
- Directed successful conceptualization and launch of Advanced Expressions™ Hair Care brand - 13 patent-pending products that surpassed 1<sup>st</sup> and 2<sup>nd</sup> quarter sales forecasts by 20%.
- Managed launch of 13-product dental brand that gained 20% revenue over 1999 sales.
- Acted in Marketing Vice President's stead at CEO's request, spearheading company wide product marketing efforts for three months during VP replacement search.

Category Manager / Sr. Brand Manager – Health Care (11/98 – 1/00)

- Executed all strategic efforts for \$120MM Health Care business (top revenue category).
- Managed the conceptualization and launching of six new products with accompanying literature tools, generating 3% increase in product revenue and boosting profitability by 21%.

Brand Manager / Assistant Brand Manager – Health Care (4/98 – 11/98)

- Managed new product development and monthly promotion timelines.
- Directed efforts of five product commercials and one 45-minute training video.
- Supervised all product labels, literature, and ads promoting new and current products.

## **EDUCATION**

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**Kelley School of Business, Indiana University**, Bloomington, IN

May 2003

*Master of Business Administration*, dual major in Marketing & Business Strategy

**Marriott School of Management, Brigham Young University**, Provo, UT

Apr 1998

*Bachelor of Science*, concentration in Business Management

## **ADDITIONAL**

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- Marketing Advisory Board Member, Marriott School of Management, BYU (2007-2011)
- Brigham Young University Alumni Chapter President, Omaha, NE (2007 – 2008)
- Two year volunteer representative in Taiwan; conversant in Mandarin Chinese
- Eagle Scout award recipient, Boy Scouts of America; Past Crew Leader
- Eight years of retail sales experience prior to 1997