

NANCY L. PETERSON

111 Chebacco Road
S. Hamilton, MA 01982

978-468-6123

npeterson@EmergingBrandsMarketing.com
[Linkedin.com/in/petersonnancy](https://www.linkedin.com/in/petersonnancy)

Nancy Peterson is President of Emerging Brands Marketing, a marketing services firm that helps food manufacturers grow revenue and market share through highly successful product launches. She has been recognized corporately for taking new and traditional products to existing retailers and new channels. She has opened new markets and has managed an international turn around. She was first at her former company to develop and implement direct-to-consumer sales and e-commerce strategies.

Recent Emerging Brand Marketing projects include a project manager role for a natural foods company launching a new line of products, the development of a new product development process for a seafood processor, and a flavor trends analysis for another processor.

Nancy has delivered results ranging from one product through a web site to large volume orders from membership and warehouse retailers. Twice she has launched products that grew to represent 20% of annual corporate sales, and was key in helping her firm become the leading brand in their category. She has the unique ability to understand customers and to turn this deep and broad knowledge into revenue.

In less than two years, Nancy launched a new food product growing to 20% (\$31 million) of total revenue propelling her national brand to #1 market share. She was the key leader who recognized the market viability of the new product; she championed the concept, established product positioning, developed the packaging strategy, and took the product to marketplace. She did this by seeing how components of a previously unsuccessful product could be repositioned to be successful.

Nancy was the first product management person in her firm to break into the lucrative warehouse and membership club distribution channel. She grew this channel to 20% of total product volume corporately. Her customers included BJ's, Costco, and Sam's Club each of whom required individual attention. She was able to secure distribution in large part due to a creative media bartering arrangement.

She developed a new \$2 million, 10,000 customer, multi-channel, direct-to-consumer business with 20%+ annual growth over a six year period. Nancy led the development and execution of the business strategy selling directly to consumers for the first time.

Nancy was called upon to manage an underperforming international operation. She grew revenue 7% while doubling profit to 7.3% of sales in one year. This required multiple new product launches and energizing sales through creative new promotions, packaging, and media campaigns.

Nancy's professional career includes work with Gorton's Seafood, East Coast Exports, and Hoffman La Roche in Switzerland. She holds an undergraduate degree from Smith College and her MBA from Babson, where she graduated with High Distinction. She is fluent in French.

Originally from Andover, Massachusetts she, her husband and two children now call Hamilton home. In her spare time she is focused on family, staying fit by working out regularly with a personal trainer, skiing and hiking, and enjoys the occasional sail. She is an active community volunteer.