

Stewart Darrin Johnston

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C Suite Management Executive

Managing Director | President

- Producer of sustained revenue and profit growth in dynamic and changing markets.
- Proven achievements in CPG goods, furniture, and all categories related to housewares.
- Extensive business background in international, multi-cultural environments.

C Suite senior executive with years of progressive management experience providing sound strategic vision across all business management disciplines to meet ever-changing needs of key consumer markets. Successfully delivering Sales Volume Growth, Market Share, and Profit Management success, managing key national brands such as Anolon, Circulon, Breville, Ayesha Curry, Rachael Ray, Paula Deen, Cakeboss, and Farberware. Business leader producing results through extensive market knowledge, consumer insight, and innovation while attracting and motivating high-level management talent for superior team performance. Exceptional international experience with focus on development of strategic partnerships through distribution agreements, joint ventures and private capital investments. Experienced with mergers and acquisitions, licensing, boardroom and corporate governance issues, and execution of world-class branded consumer products.

Strategic Corporate Planning • Leadership Development • Corporate Philosophy
Research Driven Marketing • Direct to Consumer Commerce • Digital Analytics
Brand Building & Development • Profit and Loss Management | Budget Planning • Strategic Partnerships
International and Domestic Contract Negotiations • Licensing and Acquisitions

Leadership Milestones

- Reversed Meyer Corporation's under-performance in U.S. business – Reset revenue mix increasing overall corporate gross margin by 4.3% while reducing corporate operating expense by 1.7% and allowances by 3.2%. Total bottom line correction obtained in 24 months translated to \$23.8 million dollars returning Meyer Corporation to a profitable position. (2014-17)
- Developed and implemented major strategic initiatives to establish top line growth Fall 2017 – Successfully negotiated new celebrity brand Ayesha Curry. Executed new Gourmet Infomercial Marketing Strategy successfully reestablishing the Circulon Brand's dominance in the marketplace. Motivated corporate board to invest in U.S. manufacturing facility for "Made In the USA" to bring the iconic Farberware Brand back to the U.S.
- Transformative corporate culture – Established new corporate philosophy, employee engagement and investment processes while implementing new Corporate Culture Committee to drive change management strategies to address new corporate behavior required in new talent acquisition and staff resource development for the future.

Professional Experience

Meyer Corporation U.S. – Vallejo, CA

Managing Director – North America, Mexico, Central and South America

December 2014 – Present

Advanced to lead all operations for Meyer Corporation U.S., the largest U.S. distributor and second largest global cookware manufacturer with staff of 350 U.S. employees, facilities totaling more than 750,000 square feet. Currently lead nine vice presidents across all units/functions, including inventory planning and management, facilities and distribution, IT, HR, finance, customer service, business development, marketing, sales, and product development and testing.

Strategic Overview

- Successful negotiation exclusive international distribution agreement with Korean-based food storage company Lock and Lock to manage, distribute, and execute branded U.S. market strategy. Achieved by leveraging Meyer Corporation's U.S.-based assets and market strength. Estimated \$30 million to \$35 million revenue growth over the next five years.

- Developed five-year rolling comprehensive business plan to arrest Meyer's eroding market share and drive topline growth through new marketing strategies, new product development and new brand acquisition.

- Redesigned Meyer's "Go to Market" strategy segmenting the market and focusing on the three pillars of Gourmet, Celebrity/Licensing and Moderate using innovative cross-functional teams to execute complete business plans with strategic retail partners.

- Developed and executed marketing analytics initiative, incorporating generational segmentation, ethnic segmentation, e-commerce data mining, SEO analysis, and strategic trend and market share analysis to deliver results against strategic priorities while positioning Meyer Corporation as the comprehensive industry leader.

- Structured and implemented new E-commerce Development Team to control, develop, and implement all facets of Meyer's underpenetrated internal company/brand sites. Finalized a three-year plan to deliver \$10 million in incremental revenue.

- Launched new Circulon website on October 1, 2018, delivering a 237% revenue increase to close out fourth quarter 2018.

- Analyzed and executed new direct-to-consumer drop ship efficiency initiatives that delivered a 35% increase in Meyer's overall e-commerce business in 2018, with total 2018 revenue at \$81 million wholesale.

- Launched new corporate initiative to enhance new product offerings and brand portfolio by leveraging Meyer's extensive distribution and supply chain assets. Through this initiative, Meyer partners with smaller housewares companies seeking to gain access to the larger retail market due to limited resources.

- Implemented aggressive three-tier, direct-to-consumer, marketing and sales strategy, through annual warehouse sale, opening of three full-time retail stores and total redesign of Meyer-branded websites focused on unbeatable end consumer value. [Anticipated to deliver \$5 million in revenue in 2018.]

- Implemented new organizational assessment guidelines that established baseline metrics and ROI for all overhead expenses and the staff associated with these costs. This created clear and concise guidelines for the corporation to assist with process improvements in future overhead and rightsizing organizational adjustments.

Senior Vice President – North America, Mexico, Central and South America

January 2011 – December 2014

Strategic Overview

- International sales team comprised of 45 direct and independent sales professionals responsible for U.S., Mexico, Central and South American markets.

- Developed and implemented branded retail market segmentation strategies to create unique retailer destination experiences for the end consumer while protecting the brand value proposition for key retail partners.

- Successfully managed 12 national brands (Anolon, Circulon, Bonjour, Breville, Kitchenaid, Rachael Ray, Paula Deen, Cakeboss, Farberware, Silverstone and Earthpan.)

- Developed new international market business plan and established Strategic Partnership agreements with network of market-leading distributors in Mexico and Central America to open Latin markets to Meyer for the first time in company history. Currently driving \$7 million annually in international revenue.

- Budget management included payroll of \$7 million operating expenses of \$16 million and national advertising totalling \$18 million.

*Vice President of Sales – Meyer Gourmet Division U.S.
May 2006 – January 2011*

Strategic Overview

- Recruited back to Meyer to lead Sales and Retail Sales Development (RSD) Teams for Meyer's Gourmet Division which equated to 50% of the total revenue for Meyer US.
- Successfully managed four national brands (Anolon Circulon Kitchenaid and Rachael Ray).
- P&L and inventory management, promotional and advertising budget management totaling \$9.4 million and personnel expenses totaling \$3.6 million.

Related Professional Experience

OneCare – Alpharetta, GA

*Vice President of Sales – Mass Retail
2005-2006*

\$100 million manufacturer and marketer of housewares, small wares, and cleaning products.

- Sales, marketing, and product development for mass retail channel totalling \$45 million in sales.

Lifetime Brands Corporation – Westbury, NY

*Chief Merchandising Officer – US Division
2004-2005*

\$500 million manufacturer and marketer of housewares including cookware, bakeware, tools and gadgets, storage, and bath hardware.

- All sales, marketing, and product development for bath hardware division totaling \$15 million in sales for Home Improvement Channel.

Meyer Corporation – Vallejo, CA

- *Regional Sales Manager: National Retail – 2002-2004*
- *Territory Manager: Southeast – 2000-2002*
- *Account Executive: Southeast – 1997-2000*

SDJ & Associates – Flowery Branch, GA

Owner and Principal – 1990-1997

- Established and expanded independent sales representative organization in the furniture industry in Georgia, Alabama and Florida Panhandle representing CR Laine, Leathercraft, Charleston Forge and Salem Square generating \$4 million in revenue in final year of operation.

Professional and Civic Affiliations

- International Housewares Association Board Member [Appointed October 2018]
- U.S. Cookware Manufacturers Association Board Member – Past President – seven years
- Habitat for Humanity of Northeast Georgia Board Member – Past President – eight years
- Habersham County Georgia Economic Development Authority – Past Member – two years
- Numerous Corporate Boards

Education

B.S.B.A – Marketing & Advertising | Western Carolina University – 1990
Minor – Industrial Technology | Western Carolina University