

Stewart Darrin Johnston

295 Rocky Branch Road, Clarkesville GA 30523 706 • 768 • 4888 • sdarrinjohnston@gmail.com

C Suite Management Executive Global General Manager | Start-up Specialist

- Proven revenue and profit growth driver in dynamic and ever-changing global markets.
- Transformative leader with proven high-pressure, decision-making skill set.
- Extensive background in international and multi-cultural environments delivering unique global perspectives.

A visionary global executive with a history of producing immediate results upon entering intensely competitive markets. Proven in delivering thought-provoking business insights through extensive market knowledge, re-evaluating current practices, streamlining and advancing organizations beyond the normal thinking to achieve exceptional results. Esteemed for building, mentoring and inspiring elite global teams across a wide range of professional disciplines. Outstanding experience 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

- Globally launched SharkNinja into Kitchenware (Cookware, Cutlery, & Bakeware) making it a top 5 cookware brand in 24 months and growing the total business from \$0.00 to over \$150M in revenue during year one in market.
- Delivered to SharkNinja a turn-key Kitchenware Business Unit by implementing all business aspects from finding and developing global manufacturing partners to creating and establishing all planning and profitability modeling ultimately culminating with the oversight of sales and positioning on the retail partners shelf both internationally and domestically.
- Developed and Structured a Global Team of industry professionals focused on developing and implementing our global corporate processes to establish the new Kitchenware Division.
- 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)

Professional Experience

SharkNinja – Needham MA

Global General Manager – Kitchenware

January 2020 – January 2022

Recruited to start up, lead, and launch all aspects of SharkNinja's new Global Kitchenware Division. Tasked with establishing and implementing all aspects of organizational structure and operation from solidifying global supplier partnerships to establishing and completing International Retailer Execution. Implemented supplier manufacturing and quality control processes and protocol, P&L Development, Global Demand Planning & Supply Chain Procedure while developing a World-Class Product & Marketing Team culminating in a \$150M+ turnkey business in the first 24 months of startup and our first full year in market.

Strategic Overview

- Successfully negotiated and implemented exclusive manufacturing agreements with multiple International Cookware Manufacturers.
- Established and implemented Ninja Cookware Manufacturing Quality Standards, while working with International Supply Partners to adjust manufacturing processes and protocol to ultimately deliver product that meets Ninja's expected 5 star consumer satisfaction.
- Assisted with qualification processes of secondary suppliers while establishing raw material flow and component flow to minimize overall product lead time.
- Developed new product forecasting, demand planning, and inventory management processes focused establishing protocol and need requirements for larger SKU product portfolios.
- Created corporate product training materials and procedures to assist the overall organization in beginning and developing foundational product knowledge and understanding to guide the organization into the cookware, cutlery and bakeware new business categories.
- Guided Product Engineering and Industrial Design in development of product fabrication and design to maximize performance output of new cookware, cutlery and bakeware product performance.
- Executed extensive Consumer Insight Market Research both international and domestically to assist in product development focused on resolving key consumer pain points, while also working to establish marketing messaging to tell the product story.

- Developed and implemented comprehensive product marketing story foundationally supported through Infomercial, and all Social, Digital and PR assets required.

- Collaborated closely with SharkNinja production teams to bring brand and product story to life through development and implementation of 30-minute format infomercial.

- Worked directly in the field with International and Domestic Sales Teams to Pitch, Develop and Execute Business Plans with all Key Retail Business Partners.

Meyer Corporation U.S. – Vallejo, CA

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

December 2014 – May 2019

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 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 under penetrated 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

Lifetime Brands Corporation – Westbury, NY

Chief Merchandising Officer – US Division

2004-2005

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

Professional and Civic Affiliations

- International Housewares Association Board Member – served two years

- U.S. Cookware Manufacturers Association Board Member – Past President – served seven years

- Habitat for Humanity of Northeast Georgia Board – Past President – served eight years

- Habersham County Georgia Economic Development Authority Member – served two years

- Habersham County Board of Ethics
June 2019 – present

Education

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

Minor – Industrial Technology | Western Carolina University