

# Stewart Darrin Johnston

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

---

## C Suite Management Executive

President | Global General Manager | Start-up Specialist

- Proven revenue and profit growth driver in dynamic and ever-changing global markets.
- Transformative executive 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, and streamlining and advancing organizations beyond the normal with breakthrough thinking to achieve extraordinary 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 Global Market Development • Leadership Development • Corporate Philosophy • Consumer Research Driven Product Development & Marketing Strategies • Omni Channel Product Strategies • Digital Analytics Brand Building & Development • P&L Management/ Budget Development & Implementation • Strategic International & Domestic Partnerships • M&A/Licensing & Acquisitions/Board Governance

---

### Leadership Milestones

- Recruited back to SharkNinja after one year of consulting to again guide the international development and growth of the Ninja kitchenware franchise to a \$500 million global business in 60 months.
- Globally launched SharkNinja into kitchenware (cookware, cutlery and bakeware) making it a top five cookware brand in 24 months and growing the total business from \$0.00 to over \$150 million 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.
- Twenty-four years at Meyer Corporation, culminating in eight promotions from entry-level account executive to President/Managing Director of all US and Latin American operations overseeing all business aspects of the then \$500 million US business, 350 US employees, and the 750,000 s.f. of US facilities and operations.

# Professional Experience

## SharkNinja – Needham MA

Global General Manager – Kitchenware

January 2023 – Present

*After consulting internationally for a year, I was recruited back to SharkNinja to continue building out the kitchenware business globally. I am developing the international brand strategy across the US, Canada, UK, Germany, France, and Spain markets, ultimately defining our global strategy for the Ninja kitchenware brand. I am structuring all aspects of the business model from global P&L to supply chain to defining global team structure. I am responsible for defining factory supply partners while assisting them with product development, manufacturing protocol, and quality control standards. I manage all international market assessments and develop market by market commercialization, product, and marketing strategies culminating in market-specific products and messaging through to individual market execution.*

### Strategic Overview

Since returning to SharkNinja in January 2023, revenue plans have increased by \$50.0 million globally, and global blended gross margin has increased by 200 BPS.

- Developed and implemented global forecasting model minimizing out-of-stock risks across 80% of the annualized business for kitchenware assortments in cookware, cutlery, and bakeware that will deliver a 3.0 to 3.5 annualized turnover rate.
- Streamlined cookware component plan creating significant manufacturing efficiencies that will allow international markets to share inventory while maximizing production runs of product in factory production. Efficiency gains resulted in an additional 350 BPS reduction in the cost of the product, now being used to boost the overall contribution margin and expand our global marketing story reach for the Ninja brand.
- Updated kitchenware proven processes are being implemented across the whole of the Ninja brand business, ensuring consistency while helping to gain BPS increases in other business units.

## SDJ Global Consulting – Clarkesville GA

President, Principal, Founder

January 2022 – January 2023

I founded SDJ Global Consulting in July of 2019, having now represented clients in Europe, Latin America, the Middle East, Asia, and the US. I assist housewares companies with building global business plans to developing organizational structure, corporate culture, licensing, mergers and acquisitions, and board governance matters.

I specialize in assisting international clients looking to enter the US market in developing products through critical consumer problems

based on market research and consumer insights. Competitive analysis is conducted of existing manufacturers in market, detailing their distribution and product strategies to find market gaps and white space to help clients build out key market entry points that align on the client's capabilities and product strengths.

## SharkNinja – Needham MA

Global General Manager – Kitchenware

January 2020 – January 2022

### 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 five-star consumer satisfaction.
- Assisted with qualification processes of secondary sup-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 develop, present and executive business plans with all key retail business partners.

## **Meyer Corporation U.S. – Vallejo, CA**

*President/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 US distributor and second largest global cookware manufacturer with staff of 350 domestic employees, facilities totaling more than 750,000 square feet. Led 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 US market strategy. Achieved by leveraging Meyer Corporation's US-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 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 US, 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. Drove between \$7 and \$12 million annually in international revenue.
- Budget management included payroll of \$7 million operating expenses of \$16 million and national advertising totaling \$18 million.

### **Professional and Civic Affiliations**

- Habersham County United Way Board January 2022 – Present.
- 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
- 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

### **Hobbies**

Private Pilot