

Matt Pierre

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PROFESSIONAL SUMMARY

Matt is an accomplished executive and industry thought leader best known for driving growth through cutting-edge innovation and transformational change. Developed during his 28-year career at General Mills and further expanded in his consulting work, Matt leverages significant expertise in eCommerce, brand management, shopper marketing, and finance. His breadth of experience combined with a strong vision and ability to rally an organization equips Matt to effectively inspire change to deliver advantaged sales growth.

Transformative. Recognized as an industry leader in eCommerce, Matt pioneered the evolution of GMI and the grocery industry from emergent to established digital landscapes. He aggressively grew GMI's online business by driving strategy, organizational integration, and technology transformation. Matt delivered \$340MM of sales growth while achieving significant online share advantages across the company's portfolio of 80 brands competing across 26 categories. He developed advantaged partnerships with leading online retailers to build digital shelf improvements, advantaged merchandising programs, and data/insight sharing to benefit GMI's brands. His current consulting practice provides him a wide exposure to the challenges and transformational impact of eCommerce across many organizations. He is a frequent industry speaker and guest lecturer on digital transformation and eCommerce.

Strategic. Matt also has a proven track record of delivering business transformation and driving leading growth on some of America's most iconic brands (Nature Valley, Pillsbury, Chex Mix, Yoplait, Wheaties). He maximizes business results by combining deep consumer, marketplace, and cross-functional understanding with a strong strategic focus, P&L ownership, and retailer insights. He understands how to effectively incent collaboration across matrixed functions to create new strategies, drive alignment, and deliver transformational change. He is a creative innovator responsible for delivering over \$650MM in new product development, building new growth platforms like Yoplait Parfait Pro and Pillsbury Frozen Breakfast. Matt's experience in restructuring businesses, driving innovation, and digital transformation is a strong asset to organizations managing today's high change environment.

Inspiring. Matt is a compelling leader with an entrepreneurial spirit, authenticity, persuasive communication skills, and a consensus building style. One of his proven strengths is developing high-achieving teams by empowering a people-first mindset. With a lens toward the future, Matt is comfortable leaning into risk, failing fast, and leading from behind when advantageous.

PROFESSIONAL CAREER EXPERIENCE

The Partnering Group – Cincinnati, Ohio

2021 – PRESENT

Partner

Leader in the Digital Commerce Practice Group serving manufactures and retailers in areas including digital marketing, eCommerce strategy, capability development, digital shelf category management, digital transformation, training and organization str. Currently supports a wide variety of clients from Global CPG leaders to emerging startups.

eINSIGHTS Consulting LLC – Minneapolis, Minnesota

2018-2021

Founding Partner

Led an eCommerce consultancy serving manufactures, retailers, market research firms, and marketing agencies with deep experience in core practice areas including organizational strategy and structure, digital asset

management, digital-shelf category management, and online shopper marketing activation.

General Mills Inc. – Golden Valley, Minnesota

1990-2018

One of the world's largest food companies, General Mills had \$15.6B in sales in fiscal 2018, marketing iconic brands across 20 food categories in the U.S. and more than 100 countries across the globe.

Director of eCommerce - North American Retail (2012 – 2018)

Responsible for building the company's online business by driving strategy, planning, business development, training, retailer partnerships, and technology transformation. Managed online sales across the company's entire portfolio with a diverse cross-functional team (40+ members) including direct responsibility for 13 digital marketing, sales, and technology professionals. Partnered across 25 online retailers to drive digital shelf improvements and marketing programs to benefit GMI brands and categories.

- Drove aggressive sales growth from \$7MM to \$350MM, exceeding program targets each year, the largest single contributor of growth to total North American Retail
- Outpaced industry and category growth delivering >15% market share gains for GMI brands
- Developed advantaged partnerships with Amazon, Walmart, Instacart, Shipt, and others to drive advantaged costs, marketing programs, access to senior leadership, and data/insight sharing
- Evangelized and built case internally for investment and resources, securing \$40MM in investment to drive advantaged technology and capability partnerships, and increased brand investment from \$1MM to \$48MM annually delivering improved measurement and industry leading returns
- Drove company-wide integration creating playbooks to integrate eCommerce into traditional teams and delivered training to sales, marketing, consumer insight, and supply chain functions
- Created optimized and shoppable digital content across all brands and developed new strategy to bundle brands together building shopper need state solutions. This approach better met shopper needs, offering brands better placement and improved returns (+30%)
- Pioneered the concept of digital shelf optimization within the grocery industry establishing GMI as the lead food partner across focused retailers influencing significant UX improvements to improve site navigation and consumer shopper experiences
- Built industry leading advantaged capabilities including: omnichannel analytical framework and visualization tool, clickstream path to purchase tracking, online retailer site UX benchmarking, and digital shelf prototyping

Director of Shopper Marketing – US Retail Channel Sales (2011 – 2012)

Responsible for shopper marketing efforts across diverse portfolio of 80 brands and 20 categories. Led team that planned, managed, and executed programs and strategic partnerships for Mass, Cub, Dollar, and Drug channel retailers (Walmart, Target, Sam's Club, Costco, Family Dollar, Dollar General, Walgreens and CVS)

- Partnered with brand marketing teams in identifying consumer targets, annual plan and investment opportunities, and new product development for channel customers
- Delivered over 100% of the company's sales growth during this period with these channel customers
- Drove industry leading share growth by successfully integrating two critical company platforms (Box Tops for Education, Out Number Hunger) into Walmart and Sam's Club go-to-market plans -- an industry first for these customers

Director of Salty Snacks / Snacks Division Strategic Growth Channels (2008 – 2010)

Led Salty Snacks Business Unit with large cross-functional team (30+ members) and responsible for driving overall Snacks business against key non-traditional grocery channel retailers.

- Led \$380MM Salty Snack business (Chex Mix, Bugles, Gardettos) exceeding plan delivering 35% profit growth behind improved marketing, portfolio margin optimization, and aggressive manufacturing improvements.

- Responsible for channel customer activation across \$1.8B Snacks portfolio (Nature Valley, Fiber One Bars, Fruit Snacks, Salty Snacks). Led significant product innovation efforts to drive club distribution gains, improved customer specific marketing programs, and drove “customer-first” mindset to transform how traditional business teams operate. Channel customers over delivered program targets each year, accounting for 90% of growth for the company’s fastest growing business unit

Director of Foodservice Central Marketing, Strategy and Development (2005 – 2008)

Led team (22 members) responsible for delivering channel marketing plans, marketing campaigns, and new product development for the company’s \$2B Away-From-Home Foodservice business.

- Developed two highly successful new growth platforms – Yoplait ParfaitPro and Pillsbury Frozen Breakfast (pancakes, cinnamon rolls, waffles for K12 operators). These innovations leveraged new customer insights and manufacturing platforms to drive over \$210MM in incremental sales
- Led strategic portfolio assessment and responsible for Long Range Plan development including business divestitures, improving strategic capabilities, and M&A exploration

Marketing Manager (Meals Innovation, Chex Cereals, Bread Concentrate, Yoplait) **(1999 - 2005)**

Associate Marketing Manager (Basic 4, Wheaties, Chex, Cereal NPD, CPW-London) **(1995 – 1998)**

Financial Analyst (Supply Chain, Sales, Big G, Financial Reporting) **(1990 – 1994)**

EDUCATION

MBA Marketing - Northwestern Kellogg School of Management, Evanston, IL **1999**

BA Finance / Management - University of Wisconsin - Madison, Madison, WI **1990**

COMMUNITY/BUSINESS LEADERSHIP

- ◆ National Wheelchair Basketball Association Board (2021 – present)
- ◆ Nutristyle Advisory Board (2021 – present)
- ◆ Minnesota Zoo Foundation Board (2015 – 2020)
- ◆ Western Golf Association Evans Scholarship Alumni President (2014 – 2019)
- ◆ St. Olaf College Guest Lecturer on Digital Transformation (2019 – 2021)
- ◆ Edina Education Fund Distance Learning Project (2020)
- ◆ Courage Center Wheelchair Basketball Volunteer and Softball Coach (2012 – present)

AWARDS

- ◆ General Mills Chairman’s Award (1993, 2005, 2011, 2014)
- ◆ Who’s Who in Digital Shopper Marketing (2014, 2015, 2016, 2017, 2018)
- ◆ Shopper Marketing Hall of Fame (2018)
- ◆ Consumer Goods Technology Visionary (2018)