

# SARAH T. IRIZARRY

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## SUMMARY

### Profit & Loss

Billion Dollar Brands

New Product Launches

Global Leadership

Bilingual

Direct to Consumer (DTC)

e-Commerce

Digital & Social Media

Trusted, Fortune 100 Global B2C and B2B Brand Executive (PG & ABT), Vice President of Marketing, e-Commerce implementation and operations leader who drives P&L's and market share by scaling both traditional and e-commerce brands. Multicultural bilingual founder and inventor who gets inspired by the customer to develop innovative go-to-market and growth strategies spanning from Global to the US including Hispanic consumers.

Grounded in an early career as a CPA with Ernst & Young, draws upon expertise in finance as well as marketing to grow the most value for investors organically and with acquisitions/ integrations. Trained as an auditor, she is eternally inquisitive and naturally curious.

Recently, chosen to participate and graduate from the exclusive one-year corporate board readiness program, "Boardbound" by the Women's Leadership Foundation.

Current governance responsibilities include Trustee for the Board at Thorne's Nature Experience and Director for the Town of Timnath Finance Committee.

## BOARD POSITIONS

**TRUSTEE, Thorne's Nature Experience Board of Trustees: Outreach and Inclusiveness Committees:** Non-profit focused on improving the lives of underserved children in Colorado by teaching them the love of the outdoors and nature.

**DIRECTOR, Finance Committee for the Town of Timnath:** Committee is focused on overseeing the town finances, approving the budget, advising on the town's current debt restructuring process, and capital projects.

## RELATED PROFESSIONAL EXPERIENCE

### PRESIDENT, FOUNDER

2015 -Present

**THRIV3 LLC, Fort Collins, CO (Currently in partnership with Driven to Succeed, LLC)**

Advising established Fortune 500 and DTC Brands CEO's, C-Suite's and Boards on their strategic vision, product concepts, consumer audience, success criteria, P&L/ financials, acquisition targets, contract manufacturing, and e-commerce launch strategies.

- Currently, working with Fortune 500 leading brands to uncover growth insights, set 5 years out plans, and scale their model.
- At Boomtown Accelerator, Boulder, led a cohort of 13 companies to graduate with viable qualified product concepts and funding. Examples: Allt, EXGwear, Triad Health. Worked with Barbara Corcoran from Shark Tank.
- Founded own DTC supplement ecommerce company, ActiveChange Nutrition.

### VICE PRESIDENT OF BRANDS AND DIRECT-TO-CONSUMER (DTC) E-COMMERCE OPERATIONS

2020 – 2021

**HARRIS FREEMAN, Moorestown, NY**

*Harris Freeman is a tea private label manufacturer who owns ~80% of private label tea brand share. COVID increased tea commodity prices and big retail customers demand for cheaper private label leaving Harris in need to expand profit margins.*

Led an intentional plan to expand margins by repositioning brands, reorganizing P&Ls, acquiring top talent, and reorganizing the go to market product innovation/ commercialization process. **Reported directly to the Harris CEO** and led a team of 21 reports.

- Grew +20% DTC ecommerce in 2021 by re-positioning brands with audiences and introducing premium offerings to expand margin.
- Doubled DTC ecommerce conversion rates by shifting the model from only paid advertising to also content. (SEO, Blog, influencers).
- Grew margins by 3-4X per average cart by shifting focus from Amazon Vendor Central to Amazon Seller Central.
- Reorganized the innovation commercialization process and team creating a new product pipeline in more premium offerings.
- Introduced the brands in online marketplaces: eBay, Wal-Mart, and Kroger, garnering physical in-store presence at Wal-Mart.

### VICE PRESIDENT / HEAD OF MARKETING & CONSUMER, C-SUITE MEMBER

2016 – 2018

**SAFEWHITE LLC, Columbus, OH (THRIV3 LLC engagement which led to role)**

*HaloSmile™ is a Top 12 New Beauty at Forbes, Best In Show at Indie Beauty Expo (2019), and 2019 QVC Customer Choice. Now selling DTC via QVC, Amazon and <https://halosmile.co/>*

Advised the SafeWhite CEO and board on turning a technology platform into a DTC e-commerce commercial brand, HaloSmile™, from the ground up. **Reported directly to SafeWhite CEO.**

- Set the strategy, target consumer, and DTC E-commerce business model for HaloSmile™ helping secure \$4.5 Million in funding.
- Developed critical insights to streamline product development guiding CEO and R&D on key features to iterate product.

### PEDIATRIC INNOVATION GROWTH LEADER: SIMILAC, PEDIASURE & TODDLER

2011 – 2015

**ABBOTT NUTRITION, Columbus, OH**

**PEDIATRIC INNOVATION GROWTH LEADER (CONTINUED)**

*Abbott Nutrition is ~\$25 B globally and is home to flagship brands Similac, Pediasure, Ensure, Glucerna, Zone, EAS & others.*

Directed the business turnaround for Pediatric Nutrition amid declining births and increasing breastfeeding rates.

- To keep moms in the franchise and grow sales and profit, created the Go and Grow™ by Similac Toddler Brand with +\$500 million of growth product pipeline turning the trajectory of the Similac Infant Formula Brand.
- By closely defining the strategic target audience, drove +15% consumption growth for the PediaSure Brand for 3 consecutive years, and through using in depth analytics identified and activated against +\$20 MM growth opportunity on the infant formula brand.

**THE PROCTER AND GAMBLE COMPANY (P&G), Cincinnati, OH****1999 – 2011****SENIOR BRAND DIRECTOR GLOBAL OLAY BODY CARE, P&G****2010 – 2011**

*The Olay Beauty Care brand is \$3B globally and plays in both Face and Body Beauty Categories.*

- Based on a new way to articulate the Olay Brand benefit, through the global campaign “A jar of Olay in every bottle” turned around Olay Body Care P&L to +109% global growth, and winning share from Dove.
- Restaged the Olay Body Care brand packaging architecture bringing +\$35 million in sales growth for North America and China.

**SENIOR BRAND DIRECTOR, GLOBAL ORAL B POWER TOOTHBRUSHES****2008 – 2010**

*Oral B Power brushes is a +1 Billion \$ brand at P&G.*

- Centered all growth strategies and marketing communications behind “Dentist Clean Feeling” Campaign driving global brand penetration and growing sales by +\$110 million on Year 1 and becoming the highest growth Oral Care business in FY 09/10.
- Propelled Oral B rechargeable into the #1 global e-commerce Brand at P&G in both percentage and total sales.
- Achieved two consecutive years of top scoring global advertising creative and business growth behind “Dentist Clean Feeling”.

**BRAND DIRECTOR, NORTH AMERICAN AND CREST FLOSS****2007 – 2008**

*Oral B and Crest Floss is a \$300 MM category at P&G.*

- Took on J&J, a 108-year-old market leader, behind Crest Glide Floss share leadership, +109 in sales and +112 in profit in FY07/08.
- Turned around Oral B Floss P&L back to growth by repositioning the brand with lapsed users and launching the Oral B Floss Pick.
- Awarded a Cannes Lion for best outdoor advertising campaign.

**BRAND DIRECTOR, NORTH AMERICA ORAL CARE****2004 –2007**

*North America \$2B Crest Portfolio includes paste, white-strips, toothbrushes, rinse, and floss categories.*

- Achieved total US share Leadership vs. Colgate since 1997 by launching the Crest Pro Health Paste innovation launch which grew sales by 110%. Crest Pro Health Franchise is now ~+1Billion in sales across oral care categories.
- Launched the Crest brand into mouthwashes with the successful Crest Pro Health Rinse launch “Kill the Germs Without the Burn” Campaign stealing +10 pts share from market leader, Listerine, achieving \$100 MM in sales in less than 12 months from launch.
- Achieved consistent category captaincy with strategic retailers by setting the goal to be and be seen as a total Oral Care company.

**BRAND MANAGER, VARIOUS: CREST, PANTENE, COVER GIRL, TAMPAX****1999 – 2004****FINANCIAL EXPERIENCE**

**AMERICAN AIRLINES, Dallas, TX**, International Internal Senior Auditor/ Consultant, CPA  
**ERNST & YOUNG LLC, San Juan, PR**, Experienced Auditor

**MEMBERSHIPS AND RECOGNITION**

**LATINO AMERICAN “WHO’S WHO” in 2013**, recognized for advancing the culture of the Latino Business Community.

**PROCTER & GAMBLE ALUMNI NETWORK**: Member

**BOOMTOWN ACCELERATOR**: Mentor & Strategy Expert, worked with Barb Corcoran from Shark Tank on the 2020 Cohort pitch.

**EDUCATION AND PROFESSIONAL CERTIFICATIONS**

**MASTER’S IN BUSINESS ADMINISTRATION (MBA)**, Marketing, McCombs School of Business, University of Texas, Austin, TX

**BACHELOR OF SCIENCE (BS)**, Management & Accounting, Boston College, Chestnut Hill, MA

**CERTIFIED PUBLIC ACCOUNTANT** | 1993, San Juan, Puerto Rico

**US DESIGN PATENT ON DENTAL FLOSS PICK** | Feb 2010, USD 610,748

**LANGUAGES**: English (Fluent), Spanish (Fluent), French (Proficient)

**WOMEN’S “BOARDBOUND”** 2020-21 Cohort selected as 1 out of 20 chosen to graduate from the one year governance and board readiness program by the Colorado Women’s Leadership Foundation.