

MARY CATHERINE CASORIA

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BRAND LEADER | STRATEGY, INNOVATION & COMMERCIAL GROWTH CPG + BEV ALCH + GLOBAL CONSUMER BRANDS

Creative-minded, data-driven marketing leader with 15+ years of experience turning brands into communities and campaigns into real growth. From baby bottles to beer to big tech, I've led high-performing teams that build engagement strategies rooted in equal parts human insight and channel performance. I bring a deep love for storytelling, a bias for action, and a track record of launching product marketing plans that move the needle. I thrive where strategy meets scrappiness: crafting the big-picture go-to-market vision while driving execution with precision. I am not afraid to work across teams and stakeholders to deliver large-scale implementations and organizational changes. At my core, I'm a builder of brands, teams, and programs that deliver lasting impact. If the mission is to connect people, inspire trust, and spark meaningful engagement? Count me in.

AREAS OF EXPERTISE

- Brand Strategy & Equity Building
- Team Leadership & People Development
- Long-term Strategic & Annual Planning
- Product-Led Growth & Innovation
- P&L and Commercial Management
- Data-Driven Decision Making
- Omnichannel Marketing
- Integrated Marketing Comms
- AI-Enabled Martech

HEINEKEN USA

Director of Commerce Growth & Digital Innovation (2022 - Present)

- Served as the marketing-business connector across global HQ and local teams to prioritize growth-focused tech initiatives and digital campaigns.
- Spearheaded an AI-powered chatbot surfacing real-time brand and consumer insights to drive internal optimization across the funnel.
- Implemented OneTrust automation for consumer opt-outs from marketing communication, saving over 344 employee hours annually.
- Developed a Commercial Effectiveness Model to reallocate spend, optimize ROAS, and scale budget decisions.

Key Achievements:

- Founding member of the D&T Culture Club to address employee survey feedback, enhancing team dynamics and boosting annual employee satisfaction and engagement survey scores by 12%.
- Optimized CDP by cleansing 11.2M consumer profiles, implementing streamlined data schema, and developing ETL tool. Achieved \$2M data fee reduction and \$3.6M increase in topline through increased addressable media audiences and overall paid performance.
- Led the CMS re-platform (Contentful), visual redesign, and personalization launch (Optimizely) of eight branded websites to enhance consumer experience and maximize data collection resulting in +140% in consumer acquisitions equating to a \$5.4M value.
- Implementing Heineken's DAM (Acquia) end-to-end, saving the organization over six hundred person-hours annually. Integrated packaging workflows, merchandise ordering, and customized POS template builds. Led change management efforts to train organization on new WOW regarding asset creation, utilization, and storage.
- Leading SMS and first-party data programs that added 300K+ opt-ins, boosting CRM engagement and paid media performance.

PHILIPS NORTH AMERICA

Consumer Engagement & Content Lead (2020 - 2022)

- Led the transformation from product based to audience-based marketing. Drove brand awareness and loyalty for Philips' male grooming and first-time parent audience through UGC, influencer partnerships, and social campaigns—achieving double-digit YOY growth.
- Responsible for all consumer engagement touchpoints including social campaigns, community management, emails, owned channels, Philips website and microsites, and PR opportunities. Ensuring strategies are properly integrated within larger marketing programs.
- Develop competitive landscape assessments, audience personas, consumer journeys, and content and message matrices for the male grooming and first-time parent audience, all utilizing a combination of research methods and inputs.

Key Achievements:

- Developed global consumer engagement playbooks and audience segmentation strategies rooted in behavioral and lifecycle insights.
- Led an Influencer Marketing Pilot across Global Philips among first time parents. Creating a menu of pre-approved influencers, including Shawn Johnson, resulting in Influencer program costs decreasing by 40% with engagement consumption up +21%.

Senior Brand Manager (2019 - 2020)

- Expanded OneBlade to the manual shave segment in Walmart and Grocery through product innovation and key point-of-sale merchandising support.
- Brought OneBlade to new audiences through partnerships with Twitch and Barstool Sports, igniting relevance among GenZ consumers.
- Partnered with Sam's Club to develop exclusive OneBlade Sam's packaging, tailored to their target audience through providing consumer insights.

Key Achievements:

- Implemented 2020 Marketing Plans resulting in a 14% YOY growth for OneBlade.
- Developed two successful in-and-out SKUs for Costco during holiday peak months, resulting in +\$17M to the Philips Norelco business.

- Partnered with Target to develop bundling promotions for tent pole events, like Father's Day and Holiday, to increase basket size resulting in 24% higher conversion during promotional window.
- Owned full-funnel DTC strategy, leading to +243% YOY growth, and launched a successful subscription model, exceeding targets by 13%.
- Launched a DCO campaign containing +360 unique assets tailored to consumer micro targets to achieve a true 1:1 communication approach. Increased awareness +4%, consideration +3% and brand preference +3%.

BLUE BUFFALO // GENERAL MILLS

International Business Development Manager (2017 – 2019)

- Led the launch of Blue Buffalo into 12+ international markets, driving family-first messaging and digital marketing strategies tailored to regional audiences.
- Created a monthly sales performance tracker for each country to better understand global performance.
- Led price increases in Japan and Mexico to optimize country profitability and fix brand pricing index vs. competition.
- Managed product portfolio strategies across countries by performing product analysis of formulas, sizes, life stages, and pricing. Portfolio gaps informed the future innovation funnel.
- Introduced an annual planning process to develop core strategies and priority initiatives while maturing operations.

Key Achievements:

- Grew international sales by 49% in two years by creating omnichannel GTM strategies across specialty retail, Amazon, and DTC channels for markets such as Mexico, Japan, and East Asia.
 - Launched two sub-brands in Japan. Created 360 launch campaigns resulting in 44% sales growth.
 - Introduced the brand in China, Taiwan, and the Philippines, resulting in an incremental \$2M revenue in the first year.
- Executed digital-first campaigns and social influencer strategies to increase trial +10% and deepen brand love among pet parents.

UNILEVER

Senior Global Associate Brand Manager (2016 – 2017)

- Led the Nexxus City Shield launch in four countries which laid the foundation for Nexxus' future innovation strategy.
- Built a Global Treatment Strategy through SKU rationalization recommendations, distribution analysis, and future innovation format and benefit recommendations to reverse declines and support a margin accretive business in an opportunistic segment.
- Created global shampoo/conditioner tandem sample sachets for our core and innovation variants to increase trial and penetration.
- Manage the Nexxus New York Salon in Tribeca NYC and led all business-critical activities including negotiating and hiring management company, filing paperwork with NYC DOB, overseeing inventory and staff management, and leading monthly P&L review meetings.
- Launched exclusive 16.5oz size in Walmart communicating greater value among consumers and driving an incremental \$1M in sales.
- Introduced Treatment Sachets, a new packaging format across Unilever, bringing an incremental \$1M to the business, averaging run rates two times higher than originally anticipated.
- Implemented \$1.2M in cost savings opportunities by removing the hot stamping foil from artwork across 18 SKUs.

BIC USA

Associate Brand Manager (2014 – 2016)

- Strengthened BIC's Mechanical Pencil position in the marketplace by executing a Champion Brand strategy for the Added Value line.
- Led 3 successful product launches and 2 brand refreshes spanning 70+ SKUs by conducting pricing analysis, forecast estimates, positioning creation, claim development, packaging creative, sell deck creation, and material run outs, while keeping scrappage <\$5k.
- Led the launch of the Fight for Your Write campaign, exceeding all benchmarks by an average of 66%.
- Conducted SKU Rationalization efforts across six segments identifying \$1M in sales that were redistributed to higher performing SKUs.
- Led negotiations with Sales and Customers alike to optimize shelf sets, increasing customer satisfaction.

SUN PRODUCTS CORPORATION // HENKEL

Assistant Brand Manager (2013 – 2014)

- Execute artwork transitions and product and component run outs with minimal scrap costs across 50+ SKUs.
- Built and managed a \$4M Advertising & Promotion brand budget.
- Built and led the delivery of a 3-year innovation strategy through 2016.
- Forecasted monthly shipments with over 95% accuracy by evaluating and analyzing baseline trends.
- Author monthly share report sent directly to CEO and ELT by pulling, analyzing, and compiling Nielsen data inclusive of performing market analysis research to understand the competition.
- Led SKU Rationalization efforts across seven brands by analyzing customer interest, top line volume, and bottom-line profitability - saving more than \$10M annually.
- Identified and implemented over \$4M savings across four brands by optimizing runout transition timing and creating new processes.

EDUCATION

Bachelor of Science, Business Management, Babson College
Master's in Business Administration, International Business, UCONN