

John Mason Background Success Stories

Summary Background

- Chesebrough-Ponds/Unilever - sales
- 20+ Years with Brokers in Partner, Senior VP, Sales, Account Management, Director Roles

Retailer Successes*

- **A Top 4 Retailer:**
 - **Generated \$5 million of incremental sales by optimizing the price gap between branded and private label**
 - **Grew private label brand share for 24 consecutive months from 13% to 16%**
 - **Persuaded manufacturers to increase commissions by based on services and value provided**
 - **Reduced retailer's payroll cost by \$1.5 million** and absorbed all job functions into broker's private label function
 - **\$5 million incremental sales just from secondary displays.** Introduced merchandising action program for secondary locations. (Estimated)
 - **Closed 10,000 distribution voids using no-scan data**
 - Sold planogram approval process to ensure compliance across all banners
 - Created formal private label store opening & renovation program. 100+ stores have executed the program. Included literature, education, in-store coupons and merchandising
 - **Assisted Sourcing Team and reduced cost of goods by \$8.0MM**
- **Wakefern**
 - **Grew sales for L'Oreal by more than 10% for ten consecutive years.** Conducted detailed study (using Spectra & other analysis tools) that **resulted in increasing shelf space from 8 feet to 12 feet for hair color.**
- **Ahold / Giant Carlisle**
 - **Increased ice cream manufacturer's sales by 25%**
 - **Sold 100,000+ incremental cases** through volume based incentives, which required cooperation from multiple manufacturers across all Operating Divisions
- **Rite Aide**
 - **Managed 15 manufacturer lines personally** for the mid-Atlantic region
- **Other Retailers Serviced / Called On / Worked With**
 - Ahold / Giant Landover
 - Duane Reade
 - Longs Drug
 - McKesson
 - Safeway
 - Happy Harry's
 - Weis
 - Tops
 - SuperValu
 - Ukrops
 - Redners
 - Clemens
 - Farm Fresh
 - AWI
 - Kings Soopers

Manufacturer Success Stories*

- L'Oreal
 - Awarded broker of the year, sent to Paris with wife for a week
- Maybelline
 - **New Item Shampoo Launch - \$0 to \$100 million+ in sales.**
- Novartis
 - **New Item Flu Remedy Launch – Led the country in market share during launch**
- Reckitt Benckiser
 - **Sold line extensions into Rite Aid**
- Church & Dwight
 - **New Tooth Paste Launch, becomes #3 brand in category (behind Crest and Colgate)**
- Del Labs
 - **Sold and placed THOUSANDS of clip strips as secondary displays**
- Alberto Culver
 - Represented for short period
- Blistex
 - **Achieved # 1 position in the marketplace.**
- Combe
 - **\$2 million+ per year additional sales by closing voids on Just for Men, Lanacane, Odor Eaters, Vagisil, Scalpicin**
- Glaxo
 - **Served on the Glaxo-SmithKline Broker Advisory Board. Reduced \$5 million in broker commissions and aligned compensation to broker services using Activity Based Costing.**
- Other HBC Manufacturers Serviced / Called On / Worked With
 - Bristol-Meyers Squibb
 - Kimberly-Clark
 - Pfizer
 - Wyeth
- Non-HBC Manufacturers Serviced / Called On / Worked With: Sara Lee, AIPC, Dannon, Land-O-Lakes, Chicken of the Sea, Knouse, Friendly's, Filippo Berio

Other Key Items

****** Time Study Determined that 65% - 70% of Manufacturer's Sales Time is Spent on Promotions – Which Only Account for a Small Percent of Sales and Profits.** Study covered 10 sales executives. **Note that much of the promotion activity has to be matched on the Retailer's side, creating significant duplication of effort.**

****** \$5 million+ in readjustment of broker commissions to reflect actual value received for the money. Conducted 15 formal costing studies to provide data.**

****** Family owned a small HBC manufacturer – grew up in HBC industry**

****** KEY QUOTES ON SALES SUCCESS:**

“With the revolving door in retailers today, it is not about having relationships with retailer personnel. Success is based on getting to the right decision maker because you can help them solve an urgent, compelling need.”

“HBC is a pimple to grocery retailers. The key is how you get their attention when HBC it is only 8% of their volume. You must get to multiple levels of executives and you must present a very compelling business case.”

****** EXPERIENCE WITH STEALTH MARKETING TOOLS:** Has worked with Catalina marketing, Valasis, News America Inserts, other stealth marketing.

****** “TAKES A LICK'N & KEEPS ON TICK'N”:** John has been through several situations where he was promised promotions that did not come through, abruptly shifted roles, been moved, commuted

long distances. He prides himself on keeping focused on contribution and supporting his management.

* Success stories are summaries and approximations only. See our web site for additional details on success stories.