

SETH PEDERSON

SENIOR MARKETING & COMMUNICATIONS LEADER

Creative and high-energy leader with deep marketing experience building brands, driving change, and inspiring teams.

Experienced manager of people who invests in relationships to strengthen teams, nurture ideas, and make an impact.

Strong team leader who uses high communication and collaboration to influence up, down, and across key stakeholders.

Wired to inspire and build innovative, remarkable ideas that produce results.

PROFESSIONAL EXPERIENCE

GENERAL MILLS, INC., Minneapolis, MN

2011-2017

Marketing Communications Manager

National Retail Marketing Programs

Directed national campaigns and partnerships on the shopper marketing leadership team, managing teams of direct and agency reports, and \$100MM in marketing investment to drive results at priority retailers.

- Charted new strategic vision for back-to-school education partnership by leading the development of a mobile app and creating an integrated campaign using TV, digital, social, and PR plans. Grew lift by 26% YOY.
- Led strategy overhaul, partner negotiation, and campaign development for the company's largest retail program, innovating in digital music streaming and increasing retailer participation 2x.
- Directed corporate NASCAR sponsorship, including internal and agency activation teams. Increased retailer and brand use of assets 2x, while decreasing total investment. Led analysis and decision not to renew after 19 years.
- Partnered with all business units to increase scale of priority initiatives and create a comprehensive annual shopper plan, influencing them to cede individual brand control in favor of more effective portfolio programs.

Corporate Marketing Partnerships

Led strategy for corporate partnerships in service of all brand teams, managing relationships, negotiation, and execution of external partners for film, gaming, sports, and music integrated marketing campaigns.

- Represented the company with key stakeholders and led negotiation team to secure must-win partnerships, sponsorships, and licensing deals for all five divisions with partners such as Disney, Viacom, NBC, and Activision.
- Set a vision for millennial strategy around video gaming, including initiating relationships across the gaming industry. Led cross-functional gaming team to increase institutional understanding, resulting in 4 new programs.
- Charted a mature content partner strategy in gaming (rated M) and film (rated R) for millennial brands, led executives through risk analysis and influenced decision to green light the first-ever M-rated gaming promotion.

Big G Cereal Division – Brand Campaigns and Promotions

Built can-do collaboration among disparate team of agencies and direct reports to craft marketing campaigns in support of promotions, health initiatives, and new product launches that consistently exceeded targets.

- Constructed a new portfolio brand strategy for families and children, leading in-pack toy concepting through production, design, TV, digital, and PR campaigns that increased cultural relevance and grew merch by 167%.
- Led negotiation with internal and external partners on behalf of the largest division, resulting in lower dollar commitments, increased partnership integration in digital and video content, and stronger brand connections.
- Led marketing mix analysis for portfolio campaigns and promotions, resulting in improved data available, more predictive analysis, and pivots in investment to follow the most effective program levers.

Yoplait Division – Brand Campaigns and Product Innovation

Led marketing strategy for Yoplait product innovation to regain footing in a highly competitive environment.

- Led integrated campaign for launch of Yoplait Greek, propelling Yoplait to #3 in the Greek segment to a skeptical consumer. Yoplait Greek 100 was first-to-market and captured \$150MM in first-year sales.

Continued

General Mills, Yoplait Division (Continued)

- Developed integrated "Taste Off" taste comparison campaign for share gains of >200 points. Featured pop-up store event next to key competitor in NYC, delivered 40MM PR impressions, and 130% increase in social activity.
- Developed strategy and campaign for U.S. launch of Liberté yogurt, featuring advocacy, test-and-learn social content, and priority market approach that outperformed test markets and was a model for global launches.
- Directed package promotions and integrated marketing campaigns for Go-Gurt, managing through legal and corporate child marketing guidelines. Led Go-Gurt campaigns to take category leadership with growth up 7%.

EXPONENT PUBLIC RELATIONS, Minneapolis, MN

2001-2011

Practice Leader, Consumer Brands (Promoted 4 times)

Directed consumer brand practice on the senior leadership team with responsibilities to grow key accounts; mentor, coach, and guide teams; and contribute to business development and revenue growth.

- Led media relations strategy and crisis communications training for clients, including message training for executives, management of relationships with key media, spokesperson duties, and crisis management.
- Revived the agency's strategic role on the Novartis Animal Health account, growing profitability and revenue as a result. Managed the integrated Exponent and Colle+McVoy team to drive growth in animal health segments.
- Led campaign strategy for Johnson & Johnson Vision Care sponsorship of the 2008 Beijing Olympic Games, using insights to drive trial through PR levers, including social media, media relations, and celebrity endorsement.
- Orchestrated award-winning integrated campaigns for consumer, B2B, and government clients including Caribou Coffee, Minnesota State Lottery, Minnesota Office of Tourism, Johnson & Johnson, and Medtronic.

U.S. OLYMPIC COMMITTEE, Colorado Springs, CO

1996-2001

Director of Communications (U.S. Diving, USA Table Tennis)

Led marketing communication strategy, media relations, and digital content & publications for Olympic teams.

- Served the U.S. Olympic Team as official press attaché and global spokesperson for U.S. elite teams to the 2000 Olympic Games, 1999 Pan American Games, 1998 World University Games, and 1998 Goodwill Games.
- Led all publicity and served as spokesperson for the U.S. elite diving and table tennis teams. Managed media relations training and crisis communication plan for U.S. athletes during domestic and international competition.
- Orchestrated press services for 150+ credentialed TV and digital media at the 2000 U.S. Olympic Team Trials.
- Publisher for all association print and online publications including overseeing creative design, writing, and sales.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts, University of North Dakota, Grand Forks, ND — Major: Advertising; Minor: Political Science

University of Minnesota, Morris — Major: Political Science (Transferred to UND)

- **Executive MBA, Mini Master of Business Administration** — University of St. Thomas, St. Paul, MN
- **Great Manager Certificate, Brand Champions Training** — General Mills Inc., Minneapolis, MN
- **Extraordinary Coaching, Sourcing Negotiation, Core Business Essentials** — General Mills Inc., Minneapolis, MN

AWARDS

- Recipient of General Mills U.S. FAR (Fast, Accountable, Remarkable) Awards for leadership on Yoplait
- Recipient of PRSA Silver Anvil, Classic, and SABRE Awards for leadership on Novartis, PGA, and Caribou Coffee
- Jury Member for the 2013 SABRE Awards recognizing national public relations campaign results

ADDITIONAL INFORMATION

- Chaired the General Mills Promotion Review Board, assessing and awarding promotions for junior employees
- Speaker on PR and social media leadership for PR Society of America, PR International Conference, Minnesota Shopping Center Association, Agricultural Media Summit, and NAI Global Social Media Series
- Member of the Minneapolis 2020 Olympic Candidacy Host Committee (2006-2009)
- Commissioner for the City of Plymouth Parks & Recreation Commission (2004-2007)