

## Ken Crecelius

Experienced professional and entrepreneurial manager seeks to continue progressive career in the marketing or marketing support field. Founded Hampton Sign-a-Rama in 1996. Experienced Manager with 31 years of responsibility in several brand and product marketing positions in consumer packaged goods field, including Ralston Purina Company.

**Nutri-Chef Gluten-Free Foods, LLC – November 2013 to Present:** Owner and Founder of start-up venture to manufacture and distribute gluten-free soups. Plan developed. Start-up capital secured. Sales Contract on location. Equipment in operation.

**Dierbergs and Schnucks – November 2013 – Present:** Deli Clerk

**Global Resources –August 2013 to Nov. 2013:** Business analyst helping small businesses to solve problems and take advantage of opportunities.

**New York Life – August 2012 – July 2013:** Generated prospects, analyzed financial situation, developed plan, managed account.

**MetLife Financial Services – August 2011-August 2012 (St. Louis, MO):** Performed prospecting, analysis of cases, solution design and closing responsibilities. Products utilized include insurance, annuities, stocks, bonds, mutual funds. Generated \$950,000 sales in policy face amount.

**Edward Jones 2010-August 2011 (St. Louis, MO):** Acquired \$360,000 in assets in 3 mos. Trained as financial advisor, resulting in the following licenses; Series 7, 66, Missouri Insurance License, Missouri long term care insurance. FA selling duties performed.

**Hampton Sign-a-Rama 1996-2009 (St. Louis, MO):** Achieved top sales of \$250,000 per year. Founded and operated company that sells and manufactures many forms of signage. Managed five employees and performed all sole proprietor functions: administration, sales and marketing, finance, personnel management.

**Paper Art Company 1987-1991 (Indianapolis, IN):** Grew product line by 20% by creating unique segmentation strategy. Product Manager-Mass Accounts: Responsible for \$10 million seasonal party goods lines (500 + SKUs) for the C.A. Reed division of the Mennen Company which nationally distributes paper party goods to mass merchandisers, drug and food accounts. Responsibilities include line planning and execution of creative development, line size, item configuration, pricing, trade promotion, sales materials and trade advertising.

**Ralston Purina Company 1981-1987 (St. Louis, MO):** Successfully planned, developed, and introduced nationally served new brands.  
Product Manager: Puppy Chow

Responsible for bottom line profitability of a \$175 million brand, the second largest in the \$3 billion dog food category. Managed planning, on-going brand performance, evaluation, and the execution of all marketing programs, support by a \$21 million advertising and promotion budget.

**Product Manager: New Dog Food Development**

Responsible for the management of the new product development process from concept generation and screening through market simulation testing. Directed three external new product consultants and two internal departments in the development and testing of product prototypes and related creative elements.

**Production Manager: Children's Cereal**

Responsible for creative and product development of new children's cereal from concept generation through national introduction and for bottom line profitability in the market.

**Gardner Advertising 1980 (St. Louis, MO):** Account Executive for Ralston Purina Puppy Chow and Fit & Trim.

**Citi Corp 1978-1980 (St. Louis, MO):** Product Manager-managed national direct mail campaign for unsecured loans.

**Education:**

Washington University, St. Louis, Mo – 1978

Masters of Business Administration-Marketing and Finance emphasis

University of Missouri, Columbia, MO-1976

B.S. Business Administration-Economic Emphasis

**Community Involvement:**

President of the St. Louis Hills Neighborhood Assn., 2008-2010

Board Member of the 2<sup>nd</sup> District St. Louis Police Assn. 2003-2009

President of Hampton/Chippewa Business Assn. 1996-1999

Board Member of the St. Louis Ambassadors 1996-2003

**Skills:**

Strong leadership skills, excellent oral and written communication skills, excellent presentation skills, creative problem solving, analytical thinking, excellent people skills, goal oriented, identification of business opportunities, entrepreneurial.