

Contact

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(LinkedIn)

Top Skills

New Business Development

Business-to-Business (B2B)

Consumer Products

Certifications

Introduction to Search Engine
Optimization

Programming Foundations with
JavaScript, HTML and CSS

Kyle W.

the most nutritious plant-based milk on the planet is for KIDS
Denver, Colorado, United States

Summary

Passionate about bringing consumer products to market that are better for people and our planet.

Experience

Parenthood Ventures

Founder Member

March 2023 - Present (3 months)

Parenthood Ventures is a founder ecosystem for ParentTech: Startups serving parents and children, fertility to teens. Parenthood Ventures' founders have raised more than \$65 million in funding in the 9 months since our launch, and this is the tip of the iceberg, as millennials and gen z age into parenthood and demand a new generation of tech-enabled products and services - including family fintech, maternal and pediatric digital health, connected devices, education, childcare, clothing, entertainment and more. As in any industry, the founders best placed to build fit-for-purpose solutions are those living the challenges they're solving: which means our teams are mostly parent-led, often female-led and typically based in suburban locations outside of traditional tech hubs. We are proud to be the first and only digital-always ecosystem for the sector.

Tally Foods Inc.

Co-Founder

January 2023 - Present (5 months)

Denver, Colorado, United States

drinktally.com

instagram @drink_tally

tally is fortified chickpea milk for kids that is big 9 allergen-free and contains zero-sugar, 8g protein, omega-3, fiber, choline, and a full B-Vitamin package.

brandtable

Founder

August 2022 - December 2022 (5 months)

kyle@brandtable.co

Ripple Foods

Associate Director, Foodservice Sales

September 2019 - August 2022 (3 years)

Denver, Colorado, United States

Maple Hill

Foodservice Channel Manager

February 2019 - September 2019 (8 months)

Kinderhook, NY

Danone North America

Associate Brand Manager

June 2017 - January 2019 (1 year 8 months)

Broomfield, CO

Commercial Foodservice

Develop and commercialize the portfolio brand strategy to drive new distribution and improve existing relationships with Foodservice National Accounts, Cash & Carry, and OCS.

WhiteWave Foods

5 years 7 months

Associate Brand Manager

March 2016 - May 2017 (1 year 3 months)

Broomfield, CO

Away From Home: C-Store, Drug & DSD

C-Store: Created customer specific marketing materials and marketing campaigns for Top 25 Convenience Store Chains leading to increased distribution and item velocities. Presented campaigns directly to Category Buyers in face to face meetings at customer headquarters. Represent & sell portfolio at trade shows.

Drug: Grew YoY top-line by successfully presenting new items such as STOK Cold Brew Coffee & Silk Aseptic Quarts to Category Buyers with merchandising & customer support calendars tied to existing portfolio.

DSD: Activated our DSD sales team with consumer incentives (coupon pads, samples, etc.) & operator incentives (new account bonuses) to drive distribution of Ready-To-Drink Silk Almond Milk Bottles and STOK Cold Brew Coffee Bottles in 4 DSD markets: New York, San Diego, Denver & New England.

Marketing Specialist

January 2015 - March 2016 (1 year 3 months)

Broomfield, CO

Away From Home : Convenience Stores

Lead, Plan, Execute \$650,000 Annual Trade Show Budget. Specifically leading the two largest Convenience Store and Foodservice Trade Shows in the country (NACS & NACUFS)

Marketing Specialist

March 2014 - January 2015 (11 months)

Broomfield, CO

Horizon Organic Club Channel

Chartered Club packs for Milk, Mac & Cheese, Cheese Sticks, Sandwich Crackers & Fruit Gummies

Responsible for \$70MM Horizon Club Business at COSTCO, BJ's and Sam's Club

Demand Planner

November 2011 - March 2014 (2 years 5 months)

Broomfield, CO

Horizon Organic

Led monthly S&OP process and used syndicated data to accurately forecast \$600MM+ Business Unit

Unilever

Demand Planner

January 2010 - November 2011 (1 year 11 months)

Englewood Cliffs, New Jersey

Suave Hair

Responsible for leading S&OP process and accurately forecasting \$500MM+ Business Unit

Unilever

Material Planner Co-op

January 2009 - August 2009 (8 months)

Chicago, IL

Education

Michigan State University

Bachelors, Supply Chain Management · (2005 - 2009)

Western State Colorado University
Master of Environmental Management, Sustainable and Resilient
Communities · (2018 - 2020)