

STEVEN L. SAVINO
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Steven L. Savino is Professor of Practice in Marketing at Lehigh University where he teaches a range of courses including marketing principles, brand management and sales management. Before joining Lehigh, Steve was the Founder, President and CEO of Savino Global Group, LLC, specialists in global marketing seminars and executive workshops.

Steve has **25 years of experience as a professional marketer** and is a senior-level business executive who specializes in the area of strategic brand marketing. Steve has exceptional global brand building experience with breadth of accomplishments across packaged goods, retail, electronics, entertainment/theme parks, internet/intranet and franchising. Savino is the author of the book titled, *The Adventures of (a real life) Brand Czar – 12 Personal-Size Marketing Lessons for Global-Size Results*, published March 2008 by iUniverse, ISBN: 978-0-595-48453-9.

To summarize his background, Steve has been a very successful, senior-level executive with a proven track record in positioning consumer brands for market share growth and profitability gains. Steve is a true change agent that employs versatile leadership and interpersonal skills with a demonstrated ability to manage the critical success factors that produce results. His strong team-building and people development skills have resulted in measureable success in leading a number of turnaround global brand building efforts, including Smirnoff Vodka® at Diageo PLC, Six Flags Theme Parks™ at Time Warner, Inc., Century 21® Real Estate at Cendant Corporation and the Ragu®/Bertolli® brand portfolios at Unilever Bestfoods North America.

Career Highlights Include:

- As **General Manager** and member of **Unilever's** senior management Operating and Grow Leading Brands Committees, Steve Savino led a near billion dollar Unilever Bestfoods business unit consisting of the world's largest Olive Oil (Bertolli®) and Pasta Sauce (Ragu®) brand portfolios with direct P&L responsibility and oversight of Consumer and Trade Marketing, Manufacturing, Supply Chain, R&D and Finance.

- As **Executive Vice President of Global Marketing** for **Century 21® Real Estate Corporation** (division of Cendant Corp.), the world's largest residential real estate sales organization, with more than 6,600 offices in 30 countries and territories worldwide, Steve Savino led a global effort centered on a new strategic marketing direction that successfully differentiated CENTURY 21®, while building awareness and enhancing image. Accomplishments include the highly successful, **EFFIE Award winning**, national advertising campaign titled, "Real Estate for the Real World®," combined with increased brand exposure brought about through national sponsorships and promotions, including those with Major League Baseball®, LPGA®, NHRA® and Ringo Starr and His All-Starr Band Tour. These efforts were complemented by the strategic introduction of new, niche targeted brand extensions and a number of highly successful web-based Internet and Intranet technology platform initiatives. As a direct result of Steve's leadership, these new, highly creative, marketing initiatives were implemented and have been the key drivers behind the surge in Century 21's revenue and EBITDA growth.

- As **Chief Marketing and Sales Officer** for **Six Flags Entertainment Corporation**, formerly a Time Warner Entertainment Company, Steve Savino developed the brand marketing, group sales, and sponsorship strategies that built the Six Flags Theme Parks' brand equity and grew top-line revenue through synergies with Time Warner affiliates, most notably Warner Bros. Studios.

- Additionally, Steve Savino has worked on worldwide brands as the **Vice President of Marketing** over Smirnoff Vodka at **Heublein, Inc.**, (now called Diageo-GuinnessUDV) and in various **Brand Management positions** with **Anheuser-Busch** and with the **Southland Corporation**.

Steve Savino earned his M.B.A. degree from the Babcock Graduate School of Management at Wake Forest University and his bachelor's degree in economics from Villanova University. Additionally, Steve has completed the required course work toward a Ph.D. degree in marketing at the Darden Graduate School of Business at the University of Virginia, where he also served on the UVA McIntire School of Business marketing faculty. Currently, Mr. Savino is a **marketing faculty member at Lehigh University** where he teaches in both the undergraduate and graduate business programs. Prior to this, Steve was a marketing faculty member in the **Global-MBA** and **Executive MBA programs** at Kean University's Nathan Weiss Graduate College.

Steve Savino is also a **member of the board of directors** for **UpperTaste.com, Inc.**, an internet-based lifestyle portal, where he serves as the Board's chief marketing advisor. Additionally, Steve is the **lead facilitator** for all Savino Global Group in-market seminars, as well as all custom in-house workshops.

Academic Background – Education & Teaching Experience

Completed all coursework toward Ph.D. in Marketing, Darden Graduate School of Management: University of Virginia, VA

Doctoral Dissertation Research Area: Brand Management – Push versus Pull Strategies and Resource Allocation Modeling

MBA, Babcock Graduate School of Management: Wake Forest University, NC (“Robert N. White Award” thesis winner)

Bachelor of Arts degree in Economics, Villanova University, PA

Faculty Member – Professor of Practice, 2011 - Present: Lehigh University, College of Business & Economics, PA

Courses taught include: *Principles of Marketing* (Undergraduate level), *Brand Management* (Undergraduate level), *Sales Management* (MBA and Undergraduate levels)

Faculty Member – Visiting Lecturer, 2009-2011 Appointment: Lehigh University, College of Business & Economics, PA

Courses taught include: *Principles of Marketing* (Undergraduate level), *Brand Management* (Undergraduate level), *Sales Management* (MBA and Undergraduate levels)

Faculty Member – 2008-2010 Appointment: Nathan Weiss Graduate College, Global-MBA Studies, Kean University, NJ

Courses taught include – *Marketing Management* (Executive-MBA and Global-MBA levels), *Management Communication* (Global-MBA level)

Faculty Member – 2008-2010 Appointment: Kean University, College of Business & Public Administration, Kean University, NJ

Courses taught include – *Marketing Management* (Undergraduate level), *International Marketing* (Undergraduate level), *Consumer Behavior* (Undergraduate level)

Faculty Member – Lecturer, 1992 Appointment: McIntire School of Commerce, University of Virginia, VA

Courses taught include - *Principles of Marketing*

Senior Marketing Executive and Business Unit General Manager - Major Global Brand Businesses

“Under [his] direction *Century 21* developed award winning advertising and several major programs and partnerships that have been key drivers behind *Century 21*’s revenue and EBIT growth.”

– Chairman, Cendant Corp. Real Estate Division

- ◆ As Founder, President & CEO of **Savino Global Group, LLC**, a global company specializing in brand marketing seminars and executive workshops, led the start-up, business development and launch of **The BrandCzar™ Learning Forum™** including all curriculum development, internet-based communications, print advertising and media support. Lead facilitator for all global marketing seminars and executive workshops, as well as all custom in-house brand planning workshops and senior executive development programs.
 - Developed and conducted both in-market and custom in-house brand strategy workshops in markets around the world, including United States, Canada, Latin America, Europe, and Asia-Pacific.
 - Engagements include the development and implementation of brand marketing strategies for clients including Cynergy Data Corporation and Uppertaste.com, Inc.
 - Developed new brand activation marketing model and brand planning tools and templates to coincide with Brand Strategy book publication and related Harvard Business Review journal article submission.
- ◆ As Vice President & General Manager and key member of the company’s senior management Operating and Grow Leading Brands Committees, led **Unilever Bestfoods** business unit consisting of the world’s largest Olive Oil (Bertolli) and Pasta Sauce (Ragu) brand portfolios with direct P&L responsibility and oversight of Consumer and Trade Marketing, Manufacturing, Supply Chain, R&D and Finance – drive \$800.0MM sales, \$280.0MM gross profit and \$162.0MM profit before overheads:
 - Chief Brand Architect behind **Ragu** brand return to growth with improvements to Gross Margin by +5pp’s resulting in incremental sales of \$13.0MM, incremental gross profit of \$27.0MM (16% improvement to PBO) per annum. Positioned brand/rebuilt equity to seed new innovations and reduce discounting while increasing list prices for maximum margin impact;

- Developed North America market entry strategy for **Bertolli** brand with platform innovations in Olive Oil, Frozen Meals and Pasta Sauce resulting in +22% increase in PBO;
 - Re-staged new products/innovations (core energizing and new platforms) for margin enhancement and new channel development (C-stores, Vending, Price Club, other NCS). Built Innovation Funnel net sales value to \$109.0MM;
 - Drove over \$12.0MM in Supply Chain cost savings as fuel for growth for re-investment in building brand-equity.
- ◆ *As Executive Vice President, Global Marketing and member of company's senior management Operating Committee, **Cendant/Century 21***, was Chief Global Marketing Officer of the world's largest franchise real estate company, including direct operational responsibility focused on domestic and international growth – drove incremental EBIT growth of \$37 million:
- Strategically positioned brand/rebuilt image to increase both average “real” transaction value and volume - increased sales leads to franchisees by ½ million;
 - Successfully introduced targeted new products and brand extensions – alone increasing EBIT by \$5 million;
 - Developed Web-based technology including re-staging Century21.com - to double both web attendance and leads to franchisees;
 - “**EFFIE Award**” for outstanding advertising, 1999, **BRANDWEEK cover story**, 2000, “**Best Promoted Brands**” of 2001, Promo Magazine, Outstanding Website “**WebAward**,” 2001.
- ◆ *As Corporate Vice President, Marketing and Sales, **Time Warner/Six Flags Theme Parks***, was Chief Marketing and Sales Officer of world's largest group of entertainment theme parks - increased EBITDA by \$25 million by designing marketing strategies and overhauling organization structure to reduce price discounting, overheads and direct costs:
- Increased per capita revenue \$2 by re-directing resources and enhancing awareness and image against the prime target;
 - Designed value-added promotions/special events – to increase EBITDA by \$3 million and media value by \$6 million;
 - Increased sponsorship revenues and allied EBITDA by 28% and 37% (to \$16 million) respectively.
- ◆ *As Vice President, Marketing for **Diageo/Heublein Top Spirits Brand Portfolio (Smirnoff, Popov, Yukon Jack)***, rebuilt brand equity, developed and introduced new products – to increase profits by \$20 million and reverse eight-year decline in volume/market share.
- ◆ *As Product Manager, Fast Foods/Snacks and Confectionery, **The Southland Corporation (7-Eleven)***, increased customer counts and average transaction size - by developing strategic alliances with key branded partners, designing differentiated strategies, cross-merchandising, developing different product mixes and merchandising layouts.
- ◆ *As Brand Manager, **Anheuser-Busch Companies*** food group division, directed total brand development and re-launch – to achieve 30% gains in both volume and revenue growth.
- ◆ Very strong operating skills - a key member of the top management team of companies with revenues into the billions – experienced in managing and motivating large numbers of people – a driver of cost reduction at overhead and product level.
- ◆ Highly results-driven leader with an unerring focus on profit and cash flow improvement - with a consistent history of delivering revenue and market share growth while minimizing costs to deliver optimal profit performance.

“Steve was a leader among our corporate clients and coupled a detailed understanding of his business with a strategic vision that re-energized the brand.”

– Executive Vice President, Business, Major League Baseball

Savino Global Group, LLC. – President & CEO

2004 - present

Leader in global marketing seminars & executive workshops with in-market seminars and custom in-house workshops conducted world-wide.

Designed and introduced differentiating models and tools for brand positioning, brand planning and development, and in-market brand activation. Spearheaded seminar curriculums and development of unique methods for role-playing in order to improve executive effectiveness when building internal coalitions across functional lines, as well as building external coalitions for improvements to outside agency and business-building partner relationships.

Unilever N.V., PLC / UBF North America – Vice President and General Manager

2003

One of world's largest producers and marketers of food and home and personal care products operating in 88 countries, with food operations in North America delivering over \$3.6 billion in sales, AMP exceeding \$700.0 million – driving Trading Results of \$747.0 million + annually.

Foods Division Business Unit Head overseeing \$121.0mm AMP budget and cross-functional team of over 70 corporate executive professionals to drive \$800.0MM sales, \$280.0MM gross profit and \$162.0MM profit before overheads. Delivering 43% increase in PBO in

'03 by redefining target market, introducing completely new value-added consumer and trade marketing strategies and reducing price discounting and direct marketing costs.

- Developed new, differentiating advertising and value-added, loyalty-building promotions for added media and PR value of over \$3 million targeting key opportunistic markets for sales and share growth.
- Added +11pp's to gross margin on new innovation with sales value of + \$25million.
- Delivered Supply Chain savings of \$12.0MM through SKU rationalization/tail reductions; Working Capital reductions of \$10.0mm.

Cendant Corporation/Century 21 Real Estate Corporation

1998 - 2002

World's largest franchise residential real estate company, delivering over \$120 million in EBIT, with an AMP budget exceeding \$50 million – driving 800K+ transactions annually.

Executive Vice President, Global Marketing, 2000-2002

Senior Vice President, Marketing, Products and Services, 1998-2000

Rebuilt Century 21 brand equity to increase franchisee renewals, average real transaction size and market share – to deliver EBIT increase of \$37 million. Responsible for global marketing and operations of Century 21 in all international territories with additional leadership responsibility over all operational functions in key opportunistic US divisions/markets.

- Developed global marketing and operational strategies and extended US advertising platform, major sponsorships and brand-extensions - worldwide. Highlights include Major League Baseball, Ringo Starr, and NHRA promo alliances and media extensions.
- Championed a fully-integrated Internet strategy platform, redesigned Website to include Internet radio, TV ads with interactive components, wider sponsorship participation, facilitate greater franchisee communication and permit Intranet training:
 - Increased website use and e-mail leads over 100% and delivered 500,000 incremental sales leads to franchisees.
- Re-staged line extensions and introduced new products to offer real product differentiation, increase franchise participation 50% and, increase EBIT by \$4.5 million.
- Crafted niche strategies to increase M&A activity, franchise renewal rates and address specific competitive issues.

Time Warner/Six Flags Entertainment Corporation – Corporate Vice President, Marketing

1997 - 1998

Chief Marketing and Sales Officer of Theme Parks Division of Time Warner, Inc. – sales revenues of \$750 million, Operating Income in excess of \$190 million, AMP budget of \$65 million - direct staff of 170 marketing and group sales professionals.

Delivered increase in EBITDA of over \$25 million by redefining target market, introducing completely new marketing and sales strategies and overhauling organization – to reduce price discounting, overheads and direct costs and increase market share and per capita in-park revenue take by \$2.

- Introduced value-added promotions/special events –increased revenues \$3 million, added media value of \$6 million.
- Designed partnership marketing strategies with other Time Warner companies to increase ROI – delivered 28% increase in sponsorship revenues and 37% increase in allied EBITDA (to \$16 million).

Diageo/GuinnessUDV/Heublein, Inc.

1993 - 1997

A division of \$19 billion Diageo PLC, the world's leading premium drinks business.

Vice President, Marketing, 1994-1997

Director of Marketing, 1993-1994

Led overall marketing function of largest division of Heublein – sales revenues in excess of \$500 million, EBITDA over \$100 million, with an AMP budget of \$42 million – Brands included Smirnoff Vodka, Popov Vodka, Yukon Jack Canadian Whiskey.

- Rebuilt Smirnoff Brand through comprehensive strategy embracing new image advertising, promotions (Bond/007/MGM-UA Licensed tie-ins), new products (including RTD's and higher margin flavored vodkas), new packaging (for on-premise distribution gains) – to deliver profit increase of \$20 million, a 12% increase in brand awareness and the reversal of an 8 year decline in volume/market share.
- Positioned Popov brand/economics for greater value throughout distribution channel – delivered \$4.5 million incremental profit.
- Designed value-based strategies with cross-promotional emphasis for Yukon Jack Brand to increase profits by 7.5% within 1 year.

Management Consultant/PhD Candidate

1989 - 1993

Conducted PhD-level research, Lectured in Marketing and Management Consultant to Industry - through Darden Business School - to companies including Kroger (category management / shelf-space manipulation study) and Choice Hotels International Inc. (brand-loyalty/brand-equity study on Quality Inn® brand)

The Southland Corporation - 7-Eleven Stores – Product Manager

1987 - 1989

Leader in convenience retailing with more than 21,000 stores worldwide and revenues of approximately \$10 billion.

Designed and introduced differentiated strategies for Branded Fast Foods and Snacks and Confectionery segments. Spearheaded development of product mix, cross-merchandizing, and strategic alliance strategies. Championed business-building efforts, including developing new merchandising/POS layouts, pricing, and advertising support – to increase customer counts and average transaction size.

Anheuser Busch Companies, Inc./Campbell Taggart Division

1983 - 1987

The world's largest brewer with annual sales revenues of some \$13 billion with interests in food and theme parks.

Brand Manager, Snacks and Sweet Goods, 1985-1987

Brand Promotions Manager, 1984-1985

Executive Assistant, 1983-1984

Rapidly promoted from Executive Assistant to EVP of Bakery Products Division to line management leadership positions in Snacks and Sweet Goods. Championed national sponsorship programs with NASCAR® and IRONKIDS®. Completely redeveloped Snacks and Sweet Goods brand, including product development, packaging, advertising and promotion – to deliver 30% volume and revenue growth.

General Instrument Corporation – Product Analyst

1980 - 1981

Market demand analysis/product-mix forecasting – CATV subscriber terminal products for global markets.

Publications and Copyrights

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“Branding Matters” © 2006, The Green Sheet, Inc. Article published in issue number 061001

“Lessons Learned From an Estranged Marketing Chief. One Dozen Marketing Rules of Engagement that are the Cornerstone for Crafting Winning Brand Strategies.” Copyright © 2005. All rights reserved.

“Where Have All the Brand Strategists Gone? Introducing a Matrix Model for Outlining Workable Brand Strategies within Realities of Budget Constraints and Time on Return Expectations.” Copyright © 2004. Library of Congress, All rights reserved.

“Starr of the Century,” BRANDWEEK, March 13, 2000 Cover Story

“Is Your Vodka Size Mix Giving You a Profit Hangover?” **Beverage and Food Dynamics**, April 1995

Academic Research

“Are Estimates of Shelf-Space Elasticity Understating the Value of Space Gains?” Research conducted as a UVA doctoral student with Paul W. Farris and Norm A. Borin.

“Market Segmentation Strategy & Consumer Choice in the Hospitality Industry.” Research conducted as a UVA doctoral student with Paul W. Farris and in conjunction with Choice Hotels International Inc.

Awards, Service & Honors

2010-11 MBA Teacher of the Year Award for Elective Courses, Lehigh University College of Business and Economics

2011-12 Faculty Advisor for the Lehigh University Marketing Club

Ann Arbor Ad Club's *Addy* competition - 2003 **Silver Citation** for Interactive Media Consumer Web Sites: Eat.com (Ragu.com)

“Best Promoted Brands of 2001,” **PROMO Magazine**, September 2001 Cover Story

Web Marketing Association's Outstanding Web Site **WebAward** for 2001 – century21.com

Web Marketing Association's Standard of Excellence **WebAward** for 2001 – c21talk.com

Web Marketing Association's Standard of Excellence **WebAward** for 2001 – Century 21 Home Run Derby Micro site

EFFIE Award Winner for CENTURY 21 “Real Estate for Real World™” Advertising Campaign, 1999

Personal

Seminar leader in *Building Brand Equity* continuing education and executive development workshops.

Board of Directors, Uppertaste.com, Inc.