



ROI

Invest to Grow Yourself

eCommerce Career Summit / Aug 19, 2020



a fellowship for the ones who go first.



Exclusive
eCommerce
Community



Empowering
eCommerce
Education



Elevating
Thought
Leadership



Business
Advancing
Partnerships

Designed for all of us by two fellow first movers



**Oskar
Kaszubski**
Co-Founder & CPG
eCommerce Leader

Kellogg's *Mondelēz* *Kimberly-Clark*



**Chris
Perry**
Co-Founder & CPG
eCommerce Leader

Kellogg's *WellPet* *Reckitt Benckiser* *EDGE*

Today's Mission



Welcome
+ Opening Remarks

Chris Perry
firstmovr



invincible
LinkedIn Mastery

Oskar Kaszubski
firstmovr



Networking 2.0

Alison Tringale
DHR International



Recruiting 2020
Panel + Q&A

Adam Rose
eCommerce Placement



ROI

Invest to Grow Yourself
eCommerce Career Summit / Aug 2020

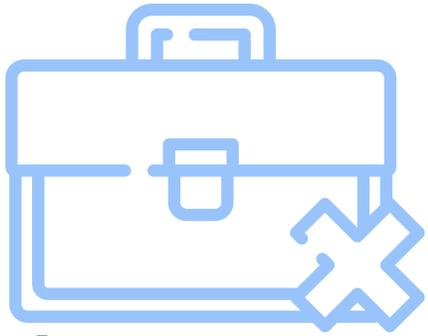


invincible

PRIMED FOR THE NEXT POSITION



State of US Employment



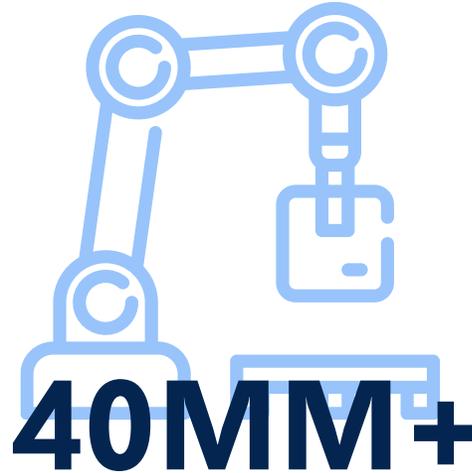
14MM+

US jobs have been lost since March due to COVID-19



11.1%

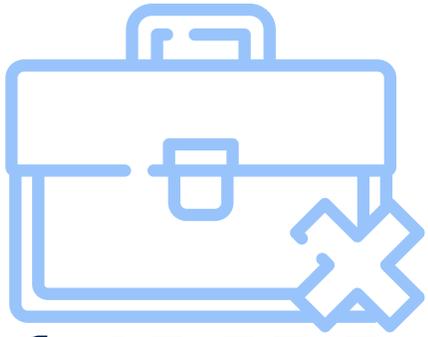
unemployment rate in June which ranks with highest since Great Depression



40MM+

US jobs could be eliminated from automation by 2030

State of US Employment



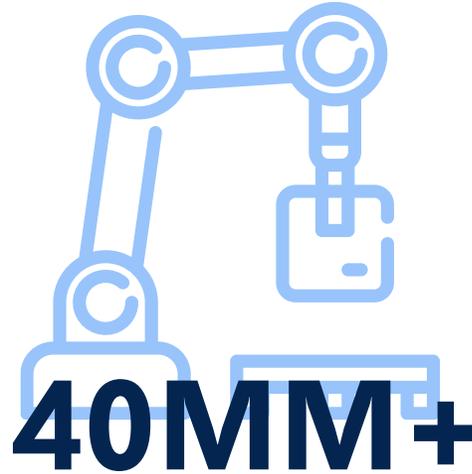
14MM+

US jobs have been lost since March due to COVID-19



11.1%

unemployment rate in June which ranks with highest since Great Depression



40MM+

US jobs could be eliminated from automation by 2030

**CHALLENGING?
YOU BET.**

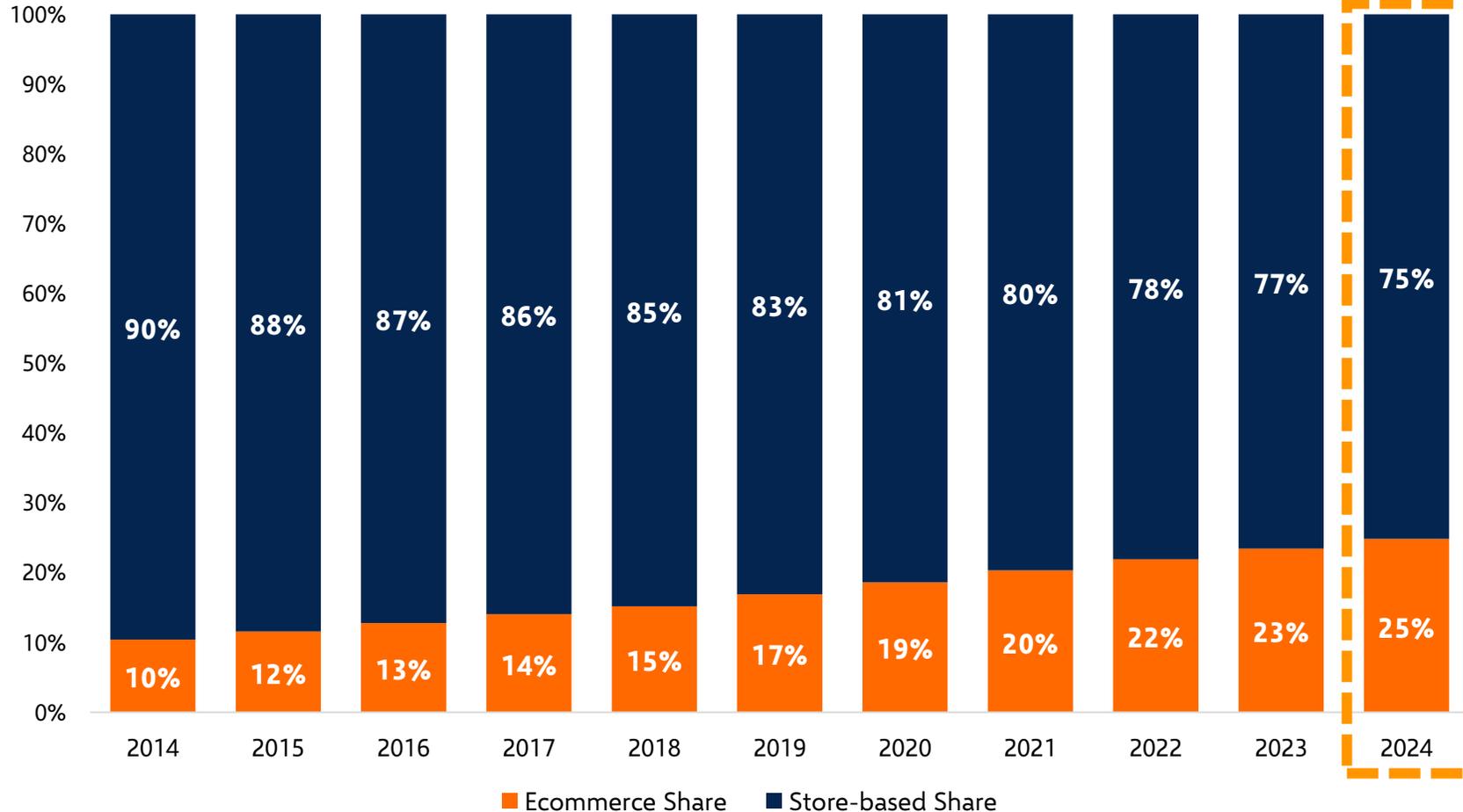
**HOPELESS?
HECK NO!**

**WE'RE ON THE RIGHT
SIDE OF HISTORY 😊**



Digital commerce was the #1 growth driver

Store-Based vs. Ecommerce Share of US Chain Retail Sales



25%
of US Retail Sales
by 2024

+13% CAGR Growth
2019-2024

53% Sales Added
2019-2024



“There are decades where nothing happens, and there are weeks where decades happen.” – Vladimir Lenin

Our post-coronavirus world: How tech is influencing which new habits will stick

Survey shows significant uptick in online grocery shopping

Online Grocers Are Getting a Preview of Their Future

Amazon looking to hire 100,000 employees during COVID-19 surge

How COVID-19 is changing public perception of big tech companies

Becoming a digital retailer – quickly – in the face of COVID-19

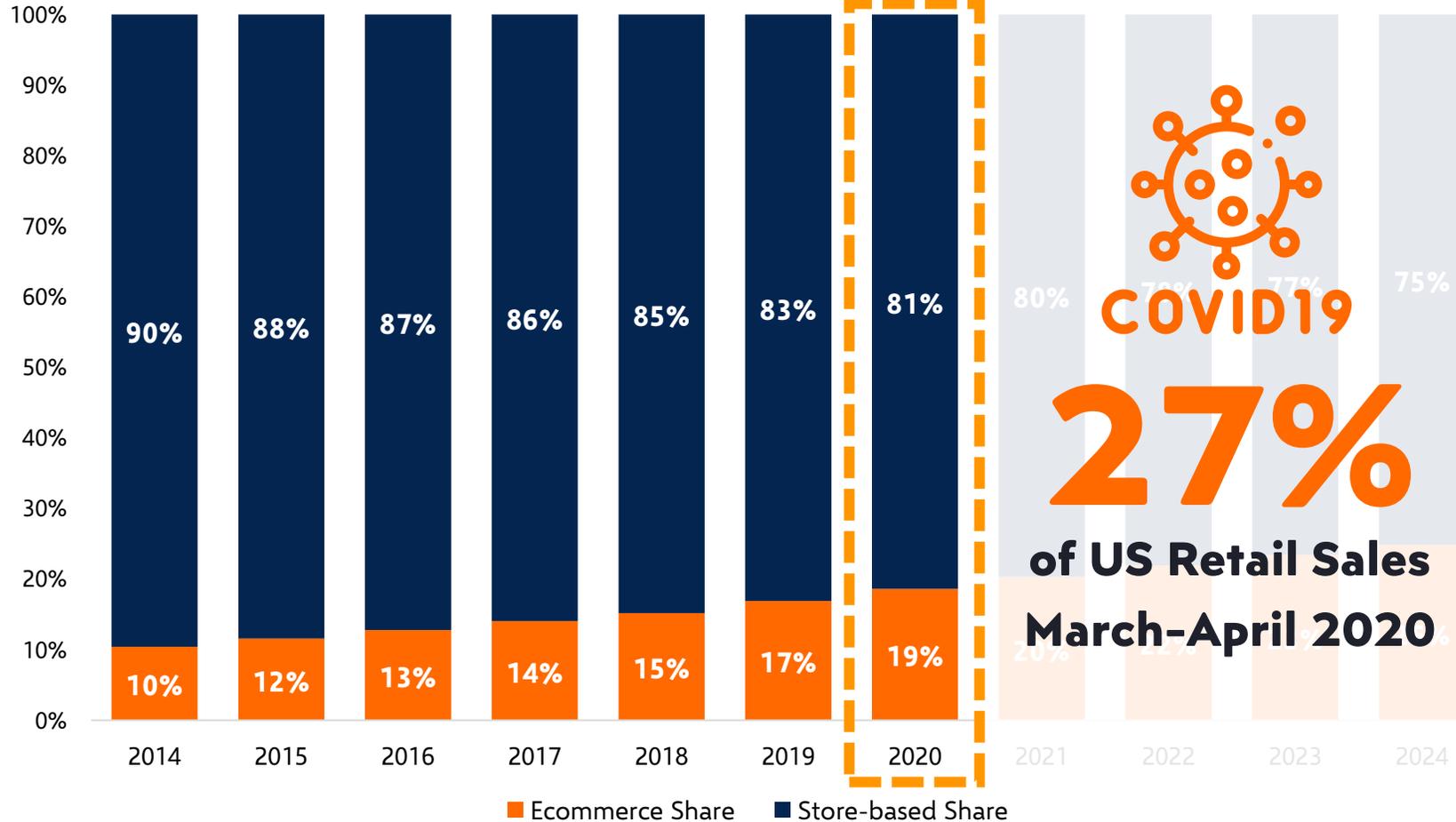
How COVID-19 might reshape retail

Grocery Retail Is Going To Be Permanently Disrupted By Coronavirus



And now... it's still the #1 growth driver

Store-Based vs. Ecommerce Share of US Chain Retail Sales



Q1 '20 Growth

 **+40%***

 **+74%**

 **+141%**

 **+155%**

 **+80%**

 **+79%**

So what does this mean for you?



BE HUMBLE



BE AGILE



BE MEMORABLE



BE INVINCIBLE

Why is LinkedIn so critical?

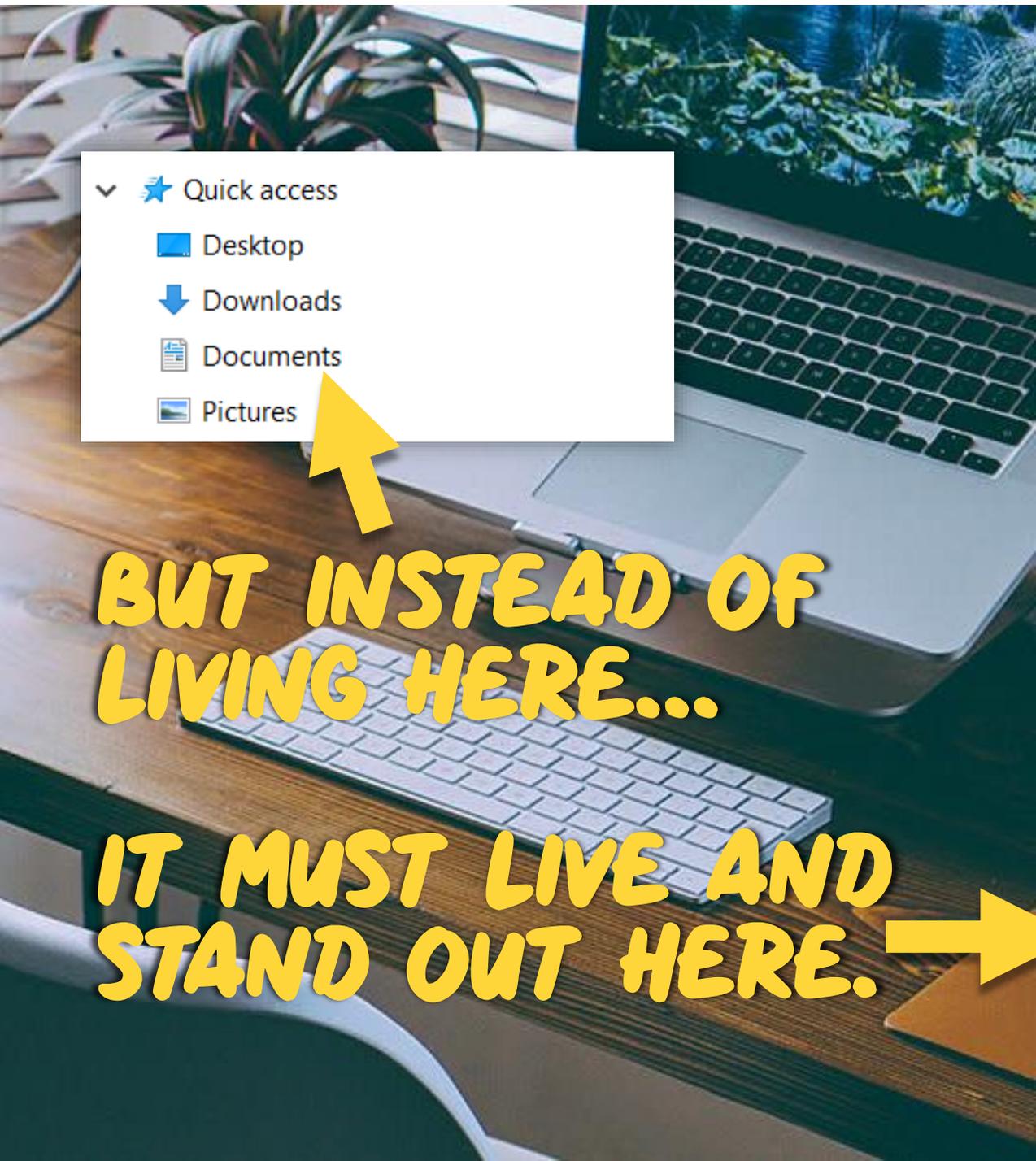


600MM+ Members Worldwide

77% of recruiters use LinkedIn

3% of users have 100% SOV

**LINKEDIN IS
YOUR RESUME!
AND MORE...**



▼ ★ Quick access

- Desktop
- Downloads
- Documents
- Pictures

A yellow arrow points from the 'Pictures' folder to the text below.

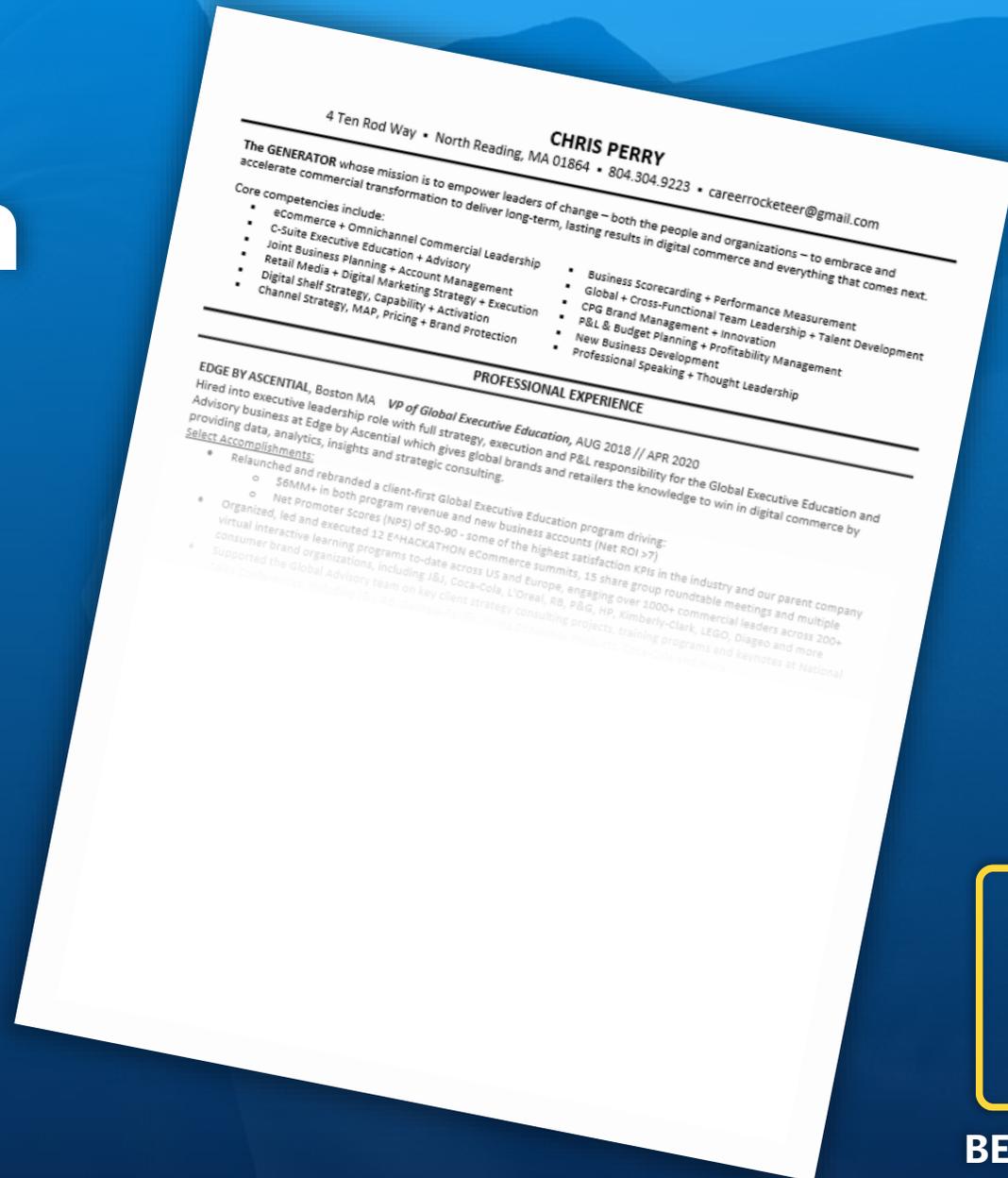
**BUT INSTEAD OF
LIVING HERE...**

**IT MUST LIVE AND
STAND OUT HERE.**

A yellow arrow points from the text to the right side of the image.



And how can
you stand
out with an
ordinary,
half-written
resume?!!



BE INVINCIBLE

LinkedIn Career Marketing Funnel



VISIBILITY
Awareness

- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts



CREDIBILITY
Consideration

- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message



VIABILITY
Action

- **Accessibility:**
 - Call-to-Action
 - Contact Information
- **Compatibility:**
 - Job Application Match, Skills Match, Seniority Match, Location Match
- **Outreach Strategy:**
 - Target Audience, Delivery, Centricity, Persistence
- **Premium Account:**
 - Analytics, Insights

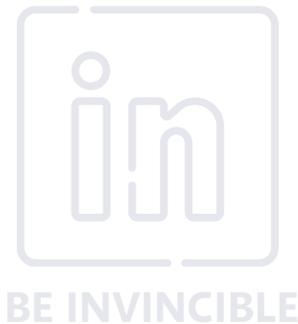


BE INVINCIBLE

Start with your credibility...



- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message



Reminder: this is how they see you first



185 results



Surabhi Pokhriyal • 1st

Director eCommerce Acceleration at Johnson & Johnson
Greater New York City Area

Past: Associate Consulting Director | Global Business Lead- CPG & Retail at Cognizant

 Craig Dubitsky, Michael Johnson, and 147 other shared connections

[Message](#)



Rob Ciaffaglione • 1st

Director of eCommerce at E.T. Browne Drug Co.
Greater New York City Area

Past: Shopper Marketing Manager - eCommerce at Beiersdorf

 Craig Dubitsky, Steve Frenda, and 141 other shared connections

[Message](#)



Brian Dudzinski • 1st

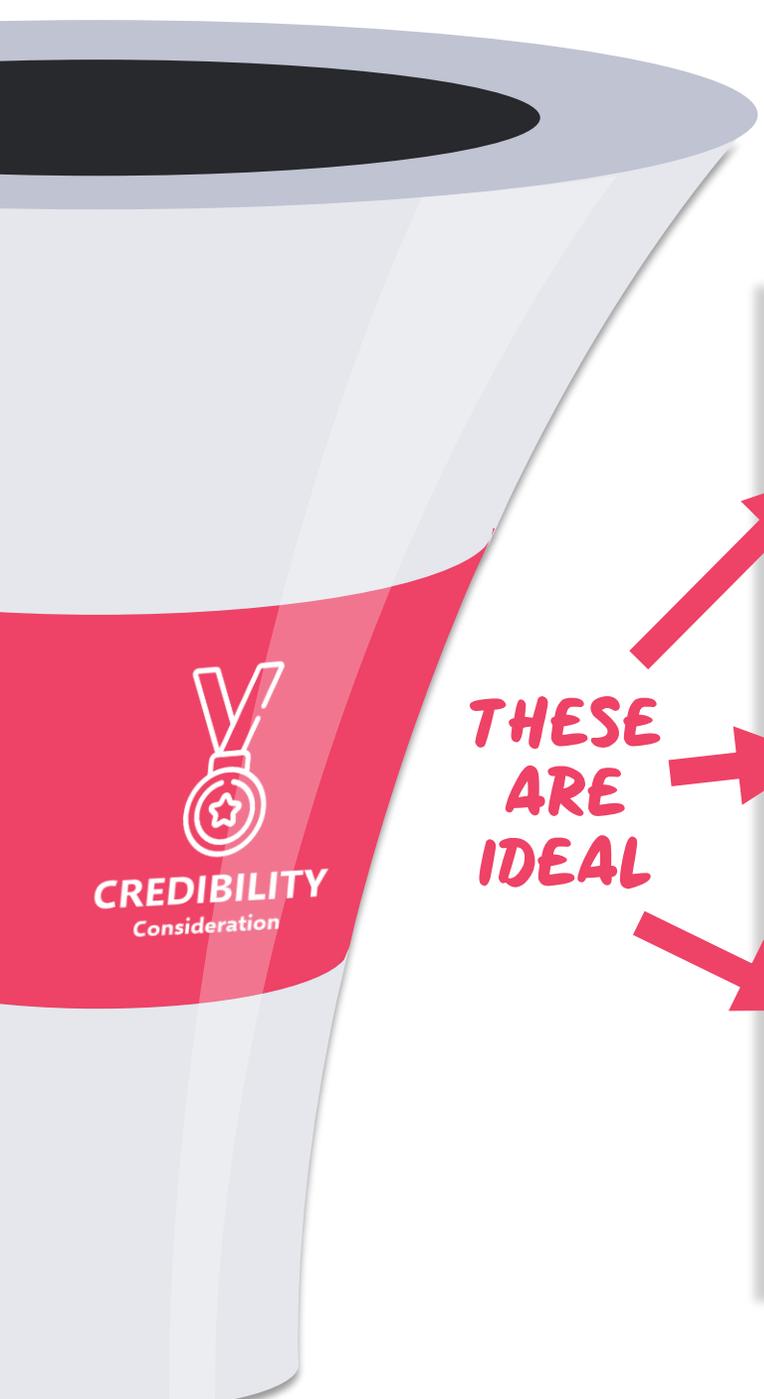
Director, Ecommerce at KIND
Greater New York City Area

Past: Sr Manager Ecommerce at KIND

 James Thomson, Ram Rampalli, and 292 other shared connections

[Message](#)

We all judge a book by its cover...



THESE
ARE
IDEAL



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Message



Rob Ciaffaglia

Director of eC...
Greater New York

Past: Shopper M...

Craig Dubitsky

BUT THESE ARE FAR TOO COMMON...



Brian Dudziak

Director, Econ...
Greater New York

Past: Sr Manage...

James Thomson, Ram Rampalli, and 292 other shared connections



Message

Message

What do you do?

185 results



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Message



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Message

THESE ARE GOOD AND TRUE...



But now, what is your value?



CREDIBILITY
Consideration

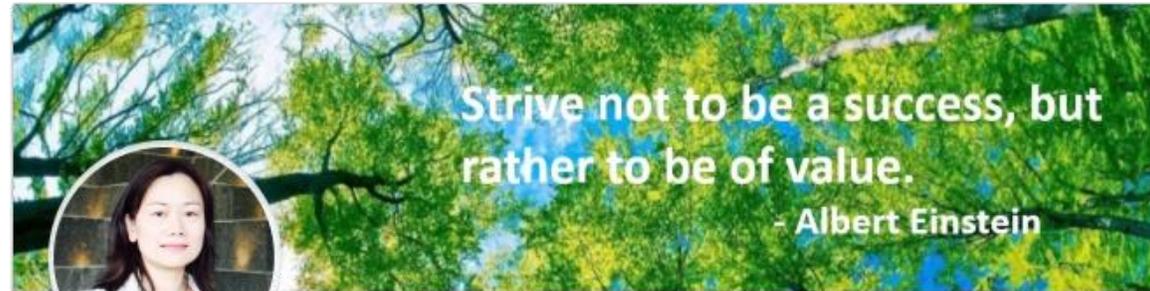
185 results

ALSO CONSIDER THESE!

-  **Michele McNamara** • 1st 
eCommerce Pioneer & Strategist | Omni-Channel Champion | Passionate about creating ...
Greater New York City Area
Past: Senior Director, eCommerce Omni-Channel Business Leader at Mondelēz International
-  **Frances M. Lukban** • 1st 
Global CPG Marketing Executive | Comprehensive, Full-funnel Marketer | Business Impact...
Greater New York City Area
Current: Vice President, Digital and Ecommerce Marketing - Revlon Corp at Revlon Inc.
-  **Byron Kerr** • 1st 
Amazon & eCommerce Leader | Passionate about navigating traditional retail businesses ...
Greater New York City Area
Current: Director, eRetail at Serta Simmons Bedding, LLC
-  **John Denny** • 1st 
VP eCommerce & Digital Marketing | Igniting Insurgent Brands on Amazon
New York City Metropolitan Area
Current: VP eCommerce & Digital Marketing at CAVU Venture Partners

James Thomson, Ram Ranganath, and 292 other shared connections

Reminder: this is how they see you next



Strive not to be a success, but rather to be of value.
- Albert Einstein

Message More...

Jie Cheng (程捷) · 1st 
Global Head of eCommerce & Direct-to-Consumer at Mondelēz International
Greater New York City Area · 500+ connections · [Contact info](#)

 Mondelēz International
 Thunderbird School of Global Management

About

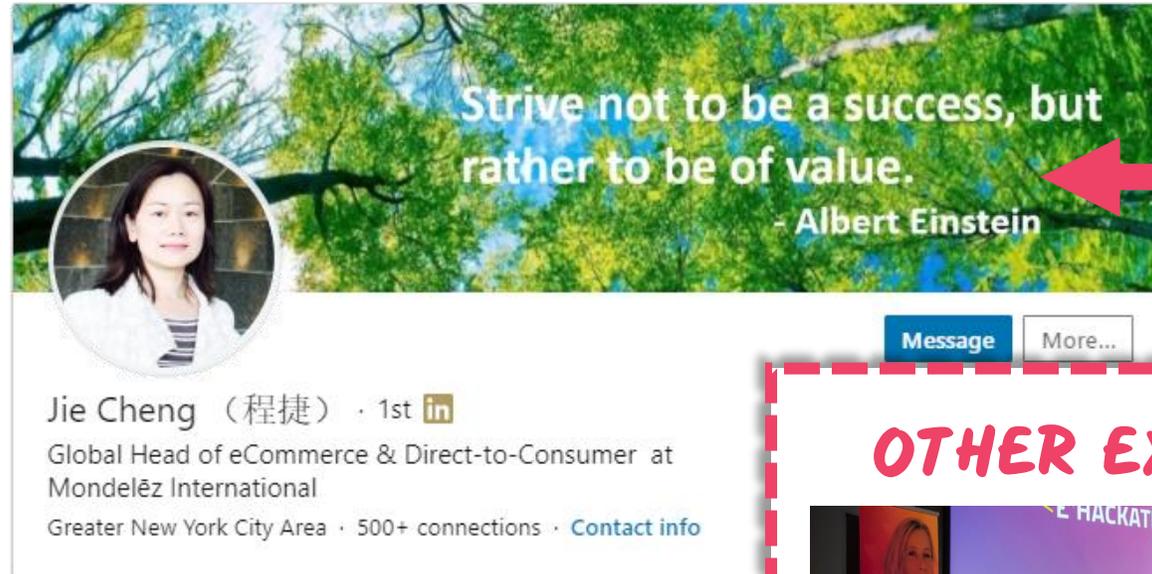
Entrepreneurial business leader, digital marketing practitioner, and eCommerce executive with great passion for building brands in a digital world.

- 15+ years of track record of developing and executing digital/eCommerce strategies in Fortune 500 CPG/FMCG companies
- 7+ years of global markets experience working across North America, Asia, Latin America, and EMEA
- Proven leader with the ability to build and lead diverse, multidisciplinary teams in fast-paced and complex environment
- A "big picture" thinker with exceptional analytical skills and the ability to "connect the dots" to draw meaningful insights and derive action plans

Areas of Expertise:

Brand Building • Digital Marketing & eCommerce Strategy and Implementation (US & Global) • P&L Management • Leadership & Team Development • D2C • MarTech • Mobile Marketing • SEO/SEM • Digital Merchandising • Online Promotion • CRM • Digital & Social Media • Influencer Marketing • Email Marketing • Digital Analytics & Measurement • Global Brand Marketing • Direct Response TV / Infomercial

Header banners really enhance profiles



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- Albert Einstein

Jie Cheng (程捷) · 1st 
Global Head of eCommerce & Direct-to-Consumer at Mondelez International
Greater New York City Area · 500+ connections · [Contact info](#)

Message More...

**SIMPLE,
IMPACTFUL,
CREDIBLE!**

OTHER EXAMPLES



About

Entrepreneurial business leader, digital marketing practitioner, and eCommerce brands in a digital world.

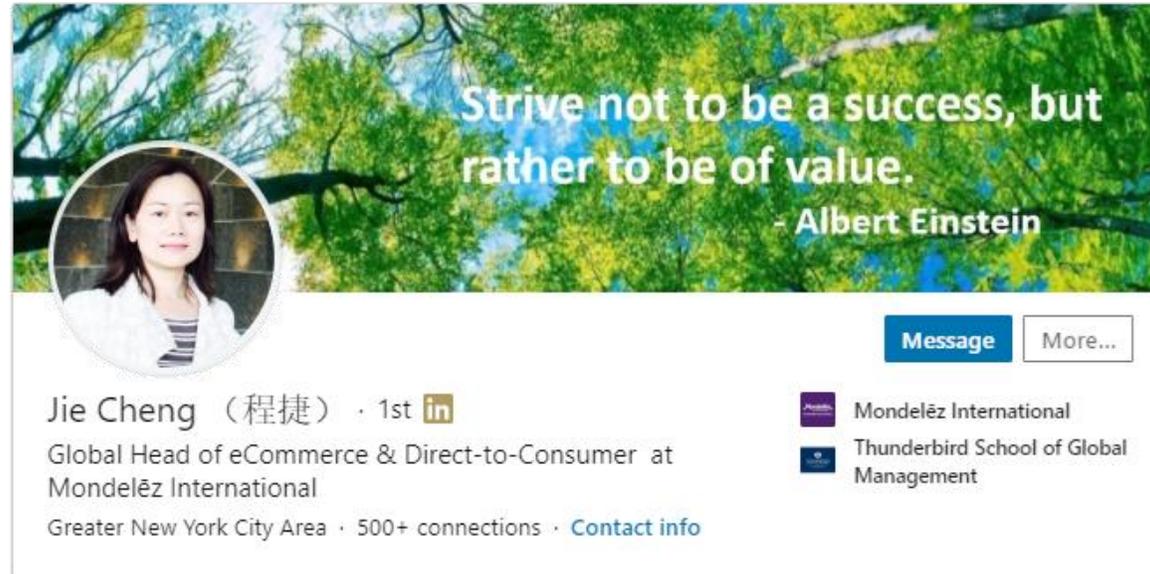
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Promotion • CRM • Digital & Social Media • Influencer Marketing • Email Marketing
Global Brand Marketing • Direct Response TV / Infomercial



Your profile summary is a cover letter



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- Albert Einstein

Jie Cheng (程捷) · 1st 
Global Head of eCommerce & Direct-to-Consumer at Mondelēz International
Greater New York City Area · 500+ connections · [Contact info](#)

 Mondelēz International
 Thunderbird School of Global Management



**SHORT,
BUT SWEET**

About

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What if we make it an elevator pitch?



EXAMPLE #2

It doesn't matter who you are or what you do, it's not easy to write about yourself. You can manage complex projects, sell pens to sharks, or lead exceptional teams... but sell yourself? That's HARD!

Besides, do you even have the time (or desire) to write your LinkedIn profile yourself?

You know this: People are Googling you. Your LinkedIn profile is your digital introduction & first impression to the world. If your LinkedIn profile doesn't showcase your skills or portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn profile stand out from the crowd?

Well, I do.

My name is Donna Serdula & in 2009, I pioneered my LinkedIn profile optimization methodology. Since then, my team & I have helped OVER FIVE THOUSAND professionals from all over the world tell their story & build a powerful professional brand.

We help you take control of your online presence & present yourself in a way that inspires, impresses, & builds confidence in your abilities, products, & services.

Whether it's a powerful LinkedIn profile for yourself or your team, we craft engaging, targeted, & highly compelling content that gets you NOTICED & FOUND for the right opportunities.

Stop trying to figure it out on your own. It's time to transform your LinkedIn profile into an amazing professional portfolio that brands and markets you.



CREDIBILITY
Consideration

What if we make it an elevator pitch?



EXAMPLE #3

START WITH WHY

Digital commerce is the #1 growth driver globally, accelerated even further by COVID-19-driven retail transformation and omnichannel shopper behavior. Brands and retailers who act on this today will be market leaders tomorrow.

So then why aren't more organizations taking the right actions?

BECAUSE disruptive change is hard for everyone, especially large organizations. Period.

And that's WHY I'm on my mission.

My name is Chris Perry, and I am THE GENERATOR on a mission to help empower Leaders of Change — both people and organizations — to boldly embrace change with the right knowledge, strategies and KPIs to stand the test of time.

Today, change means mastering digital commerce and navigating retail transformation. Tomorrow, it will mean something new.

No matter what the disruptor, the Generator will kick in. I've got your back through it all.

ACCELERATE WITH HOW

To accomplish my mission, I...

- ▶ INVEST palpable passion in everything I do
- ▶ CHALLENGE the status quo respectfully
- ▶ CREATE innovative strategies
- ▶ RALLY community with cause and KPIs
- ▶ COACH leaders to embrace change
- ▶ REIGNITE others' visions and ambition

“SELL” your Experience and Education



**SOLID
STRUCTURE
HERE**

Ferrara Candy Company
2 yrs

Sr. Director, eCommerce & Digital
Jul 2017 – Apr 2018 · 10 mos
Oakbrook Terrace, IL

Responsible for building the eCommerce channel, including: setting a three year channel strategy, new business development, key account planning, supply chain infrastructure set up and team recruitment and management. Promoted to overseeing the digital marketing function and creating a holistic digital consumer decision journey.

Selected Accomplishments:

- Over-delivered Q1 2018 channel sales by +63%; YOY growth of +188%
- Over-delivered 2017 channel sales by +47%; YOY growth of +242%
- Over-delivered 2016 channel sales plan by +272% (launched new distribution channel in 2016)
- Realigned digital marketing spend to increase impact by +23% in Q1 2018
- Successfully launched Private Label fruit snacks with key customer from ideation to distribution, exceeding sales expectations
- Founder and chairwoman of the Ferrara Women’s Network, an employee engagement group with over 50 members

← SCOPE

← RESULTS

“SELL” your Experience and Education



Experience



VP eCommerce & Digital Marketing

CAVU Venture Partners

Jan 2018 – Present · 2 yrs 7 mos

Greater New York City Area

CAVU is a consumer-focused investment firm founded by operators to partner with operators. The company invests in passionate entrepreneurs with big ideas that change CPG for the better. At CAVU, I lead the eCommerce & Digital Marketing practice partnering with portfolio companies to build high growth brands that disrupt the CPG marketplace.

Recent Speaking experience- eCommerce & Digital Marketing:

-Amazon's AdCon 2019, Seattle- Keynote speaker, "Driving Hypergrowth For CPG Brands" (Oct, 2019)

[...see more](#)



Food Navigator- John Denny Interview:...



Amazon Advertising: John Denny, Josh Franc...

LOVE THIS MEDIA!



VP Digital & eCommerce

Bai Brands

Dec 2013 – Dec 2017 · 4 yrs 1 mo

Greater New York City Area

Bai Brands is creator of one of the fastest growing beverage brands in the US over the last five years- the Bai line of Antioxidant Infusions. Launched in 2009, Bai was acquired by Dr Pepper Snapple Group in 2017 for \$1.7 billion in one of the largest CPG start-up acquisitions of the decade. At Bai I was responsible for building the brand on Amazon over four years from a small r ...[see more](#)



SHOWS COMMITMENT TO YOUR COMPANY, EXPERTISE AND MORE...

Remember to link companies + schools



**MINOR, BUT
VISUALLY
IMPACTFUL**



Director, Business Development

Tompkins International
Apr 2018 – Apr 2020 · 2 yrs 1 mo
USA

For the past 45 years, Tompkins International has delivered world-class solutions. Our expertise and comprehensive ecosystem includes: Supply-chain consulting , material handling and integration, robotic automation, fulfillment services and digital commerce consulting.



Director, Marketing and Business Development

Intandem Solutions
Apr 1993 – Apr 2018 · 25 yrs 1 mo
NY

Intandem Solutions is an established and respected 3pl social enterprise on the East Coast. Over the past 35 years, they have provided integrated, value-added packaging, assembly, fulfillment, warehousing and last-mile distribution expertise across multiple markets and industries. Intandem has been recognized for providing high quality third-party logistics business services wh ...[see more](#)

It's all about having *mad skills*

ADD UP TO
50 SKILLS

CHOOSE YOUR
TOP 3 SKILLS
WISELY

ASK POLITELY FOR
ENDORSEMENTS
(YOU SHOULD GIVE THEM, TOO)

REVIEW JOB POSTS FOR
DESIRED SKILLS*



Skills & Endorsements Add a new skill 

[Take skill quiz](#)

E-commerce · 99+

 Endorsed by Thomas Power and 18 others who are highly skilled at this

 Endorsed by 7 of Chris' colleagues at Edge by Ascential

Digital Marketing · 99+

 Endorsed by Carlos Gil and 12 others who are highly skilled at this

 Endorsed by 5 of Chris' colleagues at Edge by Ascential

Brand Management · 99+

 Endorsed by Luigi Matrone and 7 others who are highly skilled at this

 Endorsed by 3 of Chris' colleagues at Edge by Ascential

Industry Knowledge

Strategy · 79	Product Marketing · 99+
Marketing Strategy · 99+	Marketing Management · 99+
Social Media Marketing · 99+	SEO · 99+
Product Management · 99+	Analytics · 91
Marketing · 73	Project Management · 63
Product Development · 58	Marketing Communications · 39

Proofread, proofread, proofread!



A LinkedIn profile card for Sarah Jones. It features a circular profile picture on the left, the name "Sarah Jones" in blue, the title "Plant Manger" in black, and the location "Cincinnati, Ohio Area" in black. To the right of the name is a "2nd" degree connection icon and the LinkedIn logo. A red arrow points from the text "WE HAVE TO HIRE HER NOW!" to the name "Sarah Jones".

**WE HAVE TO
HIRE HER NOW!
SHE HELD THE
CHRIST CHILD...**



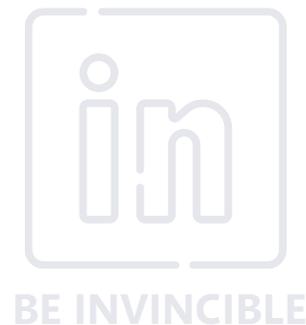
A large funnel graphic on the left side of the slide. The top part is grey and the bottom part is red. Inside the red part is a white logo consisting of a stylized 'V' with a star inside a circle below it. Below the logo, the word "CREDIBILITY" is written in white, and "Consideration" is written in a smaller font below it.

CREDIBILITY
Consideration

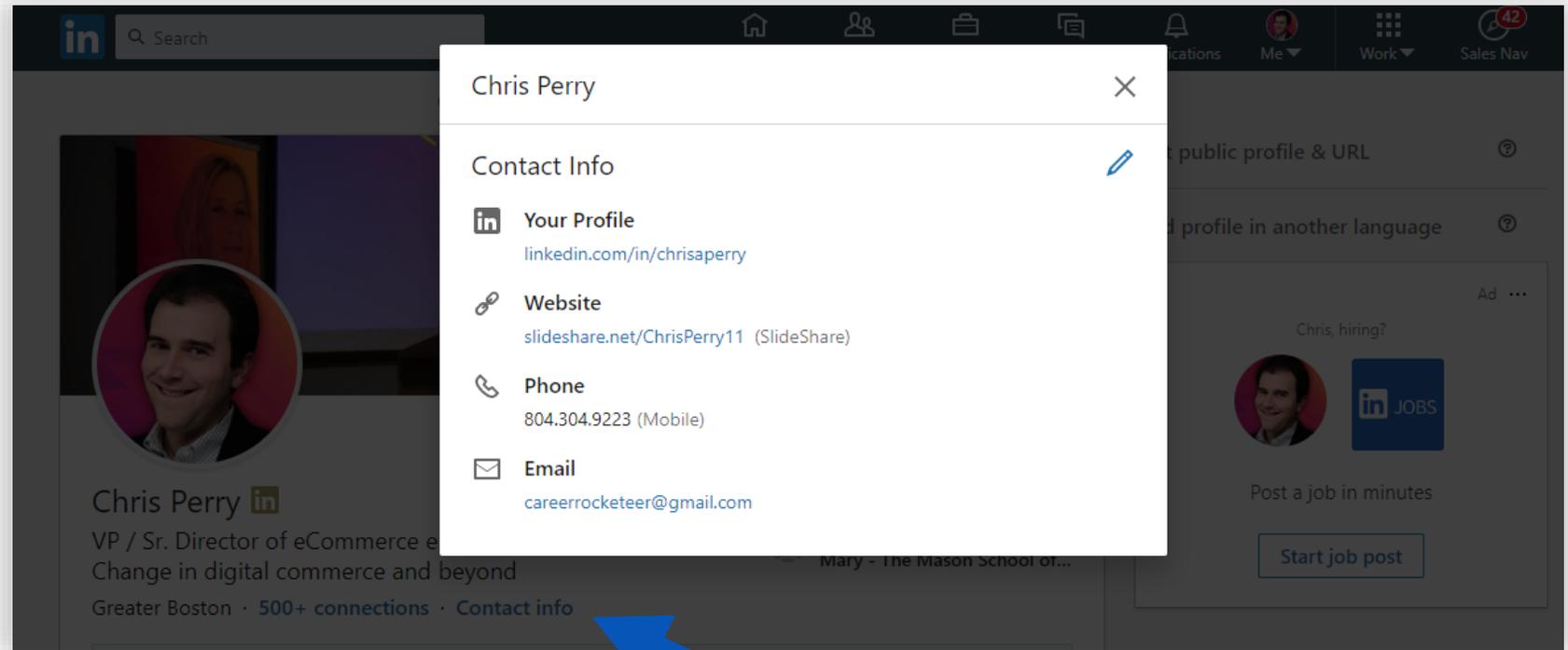
Ensure action with greater viability



- **Accessibility:**
 - Call-to-Action
 - Contact Information
- **Compatibility:**
 - Job Application Match, Skills Match, Seniority Match, Location Match
- **Outreach Strategy:**
 - Target Audience, Delivery, Centricity, Persistence
- **Premium Account:**
 - Analytics, Insights



Can I have your number?



The image shows a screenshot of a LinkedIn profile for Chris Perry. A white popup window is open over the profile, displaying contact information. The popup includes a close button (X) in the top right corner and an edit icon (pencil) in the top right corner of the contact info section. The contact info section lists: 'Your Profile' with the URL [linkedin.com/in/chrisaperry](https://www.linkedin.com/in/chrisaperry); 'Website' with the URL slideshare.net/ChrisPerry11 (SlideShare); 'Phone' with the number 804.304.9223 (Mobile); and 'Email' with the address careerrocketeer@gmail.com. The background shows the profile header with the name 'Chris Perry' and the title 'VP / Sr. Director of eCommerce e...'. Below the title, the text 'Change in digital commerce and beyond' and 'Greater Boston · 500+ connections · Contact info' is visible. A blue arrow points from the text 'MAKE IT EASY TO CONTACT YOU HERE AND IN YOUR SUMMARY' to the 'Contact info' link in the profile summary.

**MAKE IT EASY TO
CONTACT YOU HERE
AND IN YOUR SUMMARY**

Location, location, location...

Connect w/ Target Buyers - Get your products discovered by Target buyers! Sign up for Free! Ad ...

Other language ?

st jobs and industry news

Ad ...

Relevant opportunities with re Health Systems

Follow

wed

Lange • 2nd r of Business oment at...

ah Weinswig 幸

2nd Founder at ht Research

Khan • 1st Chief Strategy Officer | eCommerce | Omnichann...

Chris Perry  VP / Sr. Director of e Change in digital con Greater Boston · 500+

Open to job opportunit Senior Director, Director and Head Of Ecommerce See all details

Only recruiters

Show recruiters what y Pass a quiz to earn a badge

Your skill Passed: LinkedIn Assessment

Edit job preferences

Job titles *

- Senior Director ✓
- Director Of Ecommerce ✓
- Vice President Of Business Development ✓
- Vice President Ecommerce ✓
- Head Of Ecommerce ✓
- Add title +

Job locations *

- Greater Boston ✓
- Greater Chicago Area ✓
- New York City Metropolitan Area ✓
- Add location +

Job types

- Full-time
- Contract
- Part-time

Only recruiters

I'm no longer open

Save

BE SURE TO FLAG TO RECRUITERS SPECIFIC JOB LOCATIONS YOU'RE WILLING TO PURSUE



How do you measure up?

PREMIUM
Competitive intelligence about other applicants

Top applicants
You're in the top 10% of 47 applicants based on your LinkedIn profile

Match based on your LinkedIn profile:
Skills
Current Role
Past Experience

Top skills
You have 7 out of 10 top skills among all other applicants

Strategy, Marketing, Marketing Strategy, Project Management, E-commerce, Cross-functional Team Leadership, Digital Marketing, Leadership, Management, Strategic Planning

Seniority level

21 Director level applicants
9 VP level applicants
6 Senior level applicants
4 Manager level applicants

Education

45% have a Master of Business Administration (Similar to you)
45% have a Bachelor's Degree
5% have a Master's Degree
5% have other degrees

Great Chicago Area: 22 applicants
Midwest: 15 applicants
United States, Other Areas: 5 applicants

PREMIUM
An inside look at Kellogg Company and its employees

Hiring trends over the last 2 years

28,510 Total employees

▲ 29% Company-wide 2y growth
▼ 3% Marketing 2y growth

Jun 2018, Dec 2018, Jun 2019, Dec 2019, Jun 2020

🕒 Median tenure · 3.6 years

Kellogg Company talent sources

Kellogg Company hired 2 people from William & Mary – Raymond A. Mason School of Business. See all

Marketing hires at Kellogg Company came from these companies and more: Kashi, PepsiCo, M, Kraft Heinz, Amazon, etc.

Marketing hires at Kellogg Company came from these schools and more: W, I, etc.

See more companies | See more schools

See more company insights

LINKEDIN PREMIUM JOBS INSIGHTS CAN HELP WITH KEYWORDS, SKILLS, TARGETING & CONTACTS

INCLUDING POTENTIAL RECENT ALUMS

How to get better response rate



John Smith 1:05 PM

Chris,

It's been a while since we've connected and I thought it time to reach out.

To be clear this is a completely self interested contact. I'm back on the job market and looking to network with the people that I know. I believe that the best opportunities are found in discussions with fellow leaders.

I'd like to connect for 15 min to catch up with what you're working on and if you know of any opportunities that might be a fit for me.

I'm looking to help where I can.

Grab 15 min on my calendar through my calendly link here.

<https://calendly.com/>

I look forward to catching up.

JUST NO...

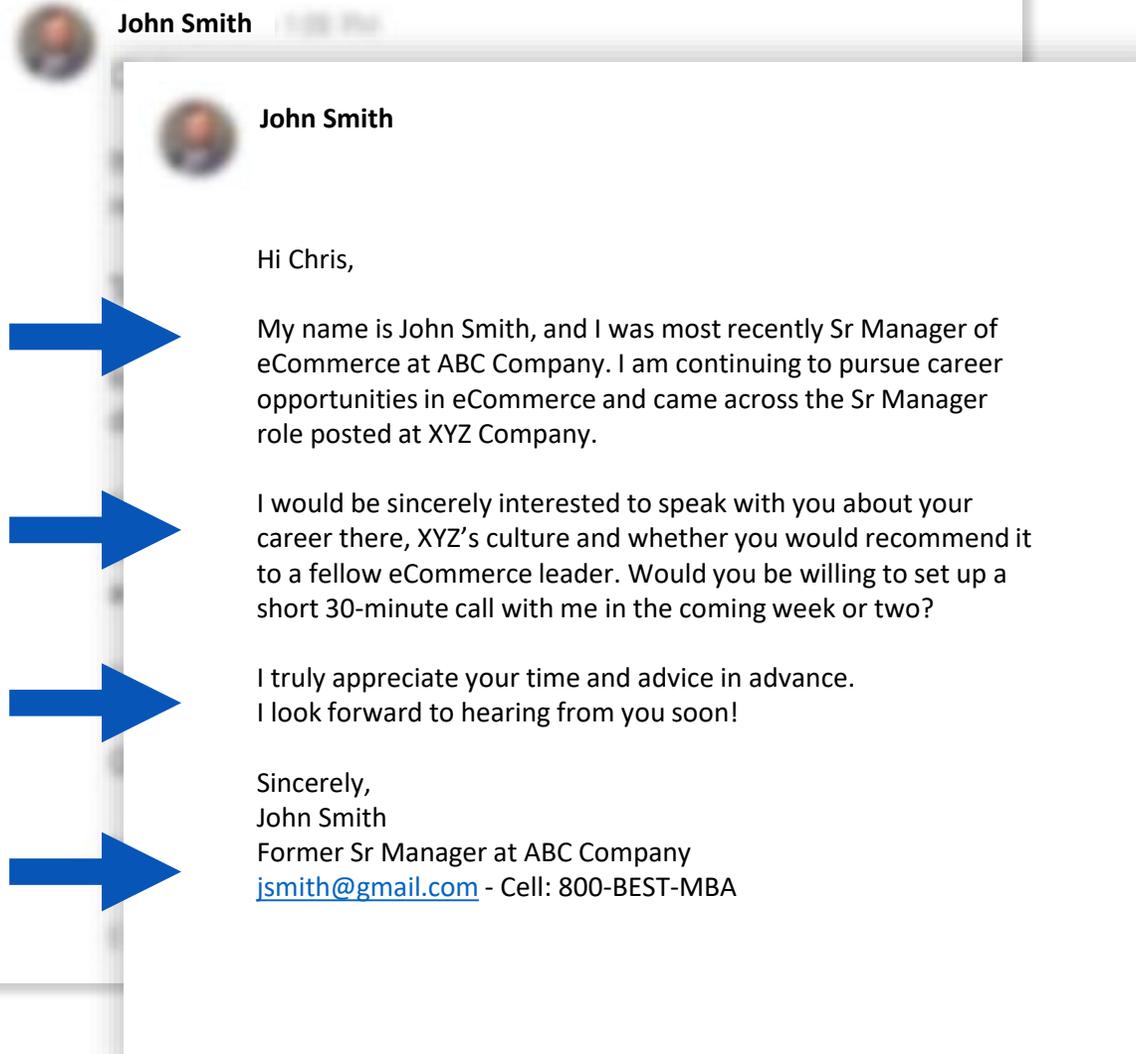
How to get better response rate

**SHORT,
HONEST
INTRO +
AGENDA**

**ASK FOR
ADVICE
ONLY**

**THANK
THEM**

**DROP
THE MIC**



John Smith | 1:55 PM

John Smith

Hi Chris,

My name is John Smith, and I was most recently Sr Manager of eCommerce at ABC Company. I am continuing to pursue career opportunities in eCommerce and came across the Sr Manager role posted at XYZ Company.

I would be sincerely interested to speak with you about your career there, XYZ's culture and whether you would recommend it to a fellow eCommerce leader. Would you be willing to set up a short 30-minute call with me in the coming week or two?

I truly appreciate your time and advice in advance. I look forward to hearing from you soon!

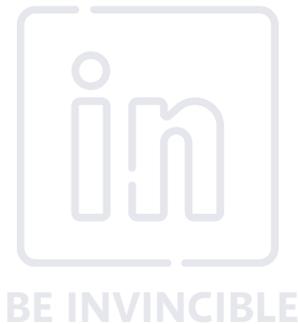
Sincerely,
John Smith
Former Sr Manager at ABC Company
jsmith@gmail.com - Cell: 800-BEST-MBA

**IF YOU HAVE REAL
COMMON GROUND
(I.E. ALUMNI, MUTUAL
CONNECTION, EVENT
ATTENDANCE ETC.),
WEAVE IT IN.**

Continue increasing your visibility



- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts



If a tree falls in the woods...



Chris Perry
VP / Sr. Director of eCommerce empowering Leaders of Change in digital com...
3d • 🌐

RETAILERS BECOME BRANDS + BRANDS BECOME RETAILERS: **Campari Group**, makers of great spirits brands like SKYY vodka and Wild Turkey bourbon, has secured a **€23.4MM** deal to purchase a 49% stake in Italy's leading #eco ...see more



Campari snaps up 49% stake in Italy's leading online retailer - Drinks International - The global choice for drinks buyers
m.drinksint.com • 2 min read

🌐 🌱 🗨️ 43 • 3 Comments

👍 Like 🗨️ Comment ➦ Share

📈 3,131 views of your post in the feed

BOTH IN THE AUTHOR'S NOTIFICATIONS...



Garret MacAllen and 2 others commented on your post 5h

It will be interesting to see what approach Campari and other spirit brands take in the US. Vertical integration is not an option

RETAILERS BECOME BRANDS + BRANDS BECOME RETAILERS: Campari Group, makers of great spirits brands like SKYY vodka

43 Reactions • 3 Comments

Garret MacAllen and 42 others reacted to your post 5h

RETAILERS BECOME BRANDS + BRANDS BECOME RETAILERS: Campari Group, makers of great spirits brands like SKYY vodka

Campari snaps up 49% stake in Italy's leading online retailer - Drinks International - The global choice for drinks buyers

43 Reactions • 3 Comments

Garret MacAllen • 1st Director, Business Development at MikMak 5h ...

It will be interesting to see what approach Campari and other spirit brands take in the US. Vertical integration is not an option so it will be interesting to see strategies they deploy.



A SIMPLE "LIKE" OR COMMENT BOOSTS YOUR VISIBILITY AND CREDIBILITY

AND IN THE "LIKES" AND COMMENTS VISIBLE TO READERS

If a tree falls in the woods...



WHAT'S EVEN MORE
HUMBLING, VISIBLE AND
THOUGHT-LEADING?

A VALUE-ADDED
RESHARE OF
SOMEONE'S POST
WITH POSITIVE
COMMENTARY
AND AN
@MENTION

Niall O'Gorman • 1st
ChanneISight - Making The World Instantly Shoppable. Head of Strategic Allian...
1d • Edited •

Tip of the iceberg, we can expect to see as lot of similar M&A type actively across the board, as e-commerce becomes the growth bet and in-store sales dip offset for many brands.

Campari Group has tied up a €23.4 million deal to purchase a 49% stake in Italy's leading online wine and spirits retailer. Via [Chris Perry](#)

Chris Perry
VP / Sr. Director of eCommerce empowering Leaders of Change in digital commer...
3d •

RETAILERS BECOME BRANDS + BRANDS BECOME RETAILERS: [Campari Group](#), makers of great spirits brands like SKYY vodka and Wild Turkey bourbon, has secured a **€23.4MM** deal to purchase a 49% stake in Italy's leading #e ...see more

Campari snaps up 49% stake in Italy's leading online retailer - Drinks International - The global choice for drinks buyers
m.drinksint.com • 2 min read

Like Comment Share

Be the first to react



If a tree falls in the woods...

WHAT'S THE MOST VISIBLE AND THOUGHT-LEADING?



SHARING AN ARTICLE YOU FOUND (OR WROTE) WITH VALUE ADDED COMMENTARY.

Chris Perry
VP / Sr. Director of eCommerce empowering Leaders of Change in digital com...
3d · 🌐

RETAILERS BECOME BRANDS + BRANDS BECOME RETAILERS: Campari Group, makers of great spirits brands like SKYY vodka and Wild Turkey bourbon, has secured a €23.4MM deal to purchase a 49% stake in Italy's leading #ecommerce wine and spirits retailer, Tannico.

Tannico has a 30% share of the online channel in Italy and it carries a range of 14,000 wines from across the world. It has also expanded its services into other countries like the UK.

Brand acquisitions and investments have never been limited to other brands only, but I imagine we will see growth behind #cpg activity in #retail platforms, tech and services as brands look to build their ecosystems the same way retailers are doing from the other side of the industry.

Campari snaps up 49% stake in Italy's leading online retailer - Drinks International - The global choice for drinks buyers
m.drinksint.com · 2 min read

👍 🌟 🗨️ 43 · 3 Comments

Reactions

👍 🌟 🗨️ 👍 🌟 🗨️ 👍 🌟 🗨️ 👍 🌟 🗨️ 👍 🌟 🗨️ +35

👍 Like 🗨️ Comment ➦ Share Most Relevant ▾

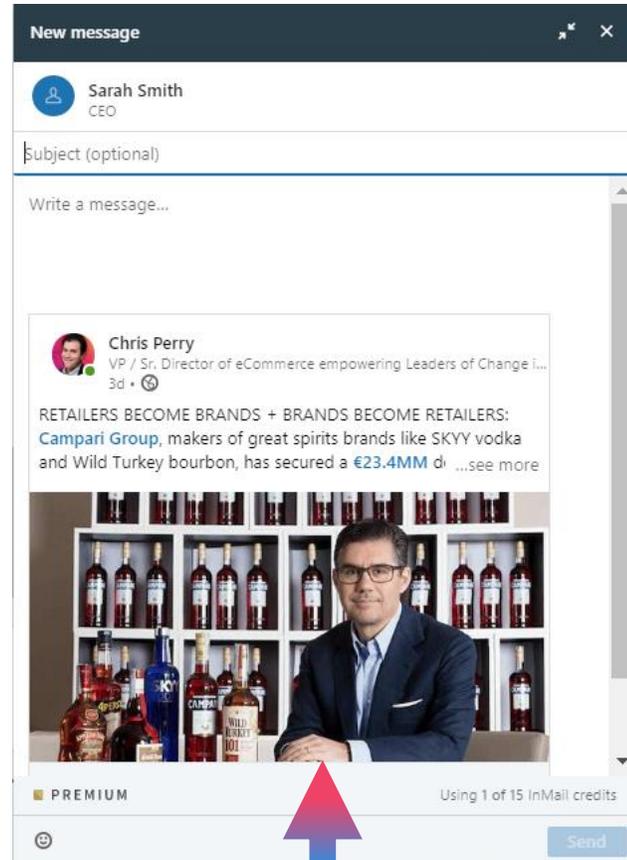
This is how it all comes together..



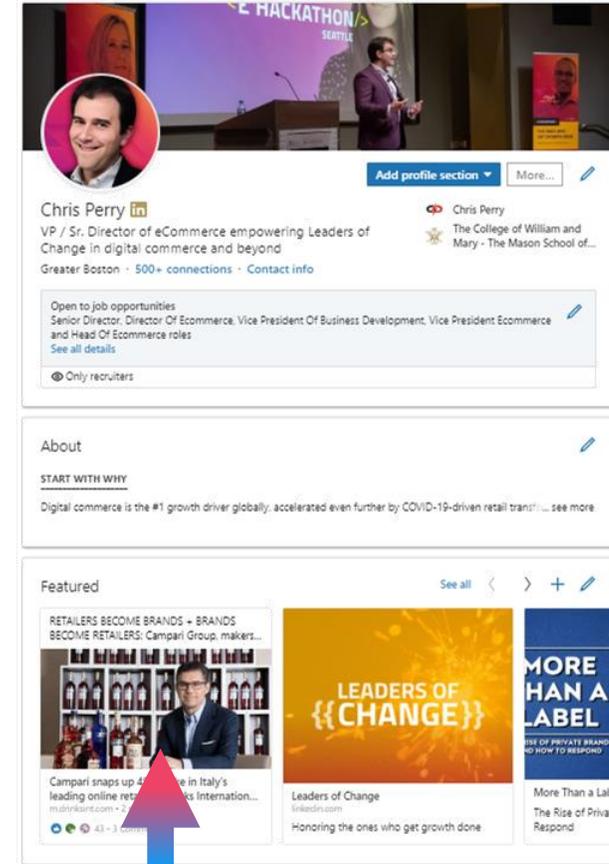
VISIBILITY
Awareness



CREDIBILITY
Consideration



**NOW, YOU CAN SEND IT
AS PART OF YOUR OUTREACH
(IF RELEVANT)**



**AND YOU CAN EVEN ADD IT
TO YOUR PROFILE
TO ADD CREDIBILITY**

This can be a funnel for fortune or “failure”


**THE POWER
IS YOURS!**

- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts

- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message

- **Accessibility:**
 - Call-to-Action
 - Contact Information
- **Compatibility:**
 - Job Application Match, Skills Match, Seniority Match, Location Match
- **Outreach Strategy:**
 - Target Audience, Delivery, Centricity, Persistence
- **Premium Account:**
 - Analytics, Insights



BE INVINCIBLE



VISIBILITY
Awareness



CREDIBILITY
Consideration



VIABILITY
Action

**“It is not the strongest
of the species that **survive**,
nor the most intelligent,
but the one most
responsive to change.”**

Spirit of Charles Darwin
(Nerd Fact: He never actually said this quote)





NOW YOU'RE



invincible

PRIMED FOR THE NEXT POSITION



Chris Perry

chris@firstmovr.com



5-minute break...

**Even first movers
must answer the
call of the nature!**



Today's Mission



Welcome
+ Opening Remarks

Chris Perry
firstmovr



invincible
LinkedIn Mastery

Oskar Kaszubski
firstmovr



Networking 2.0

Alison Tringale
DHR International



Recruiting 2020
Panel + Q&A

Adam Rose
eCommerce Placement



ROI

Invest to Grow Yourself
eCommerce Career Summit / Aug 2020



NETWORKING 2.0

Unlocking the Hidden Job Market



Oskar Kaszubski
firstmovr



Job Market by the Numbers

- 80% of jobs are found by **networking**
- 12% of jobs through **recruiters**
- 8% via applying for **job posts**

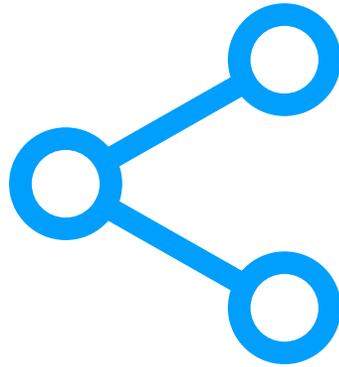
- Each eCommerce job posting has **~300-400 applicants**
- There are **160 Tier 1** consumer companies and **200+ Tier 2** consumer companies out there that might have roles



3 Basic Ground Rules



Findability



1→2



**Joint Value
Creation**

➔ 3 Basic Ground Rules



Findability

You **MUST** be findable / recognizable on the internet in <4 seconds.

The screenshot shows a LinkedIn profile for John S. The profile picture is a circular headshot of a man. The background features a stylized landscape with a tree and a crescent moon. The profile information is as follows:

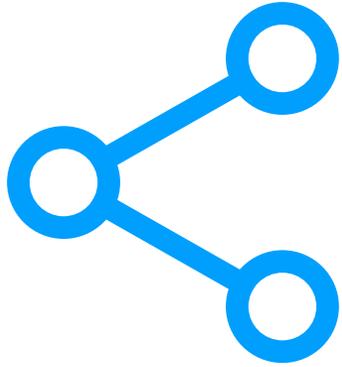
- Name:** John S. · 2nd
- Headline:** Digital Marketing // eCommerce
- Location:** Salt Lake City, Utah
- Connections:** 427 connections
- Company:** BGZ brands™
- Buttons:** Connect, View in Sales Navigator, More...

Orange dashed boxes highlight the name, headline, location, connections, and company name.

[linkedin.com/in/johnmarksmith/](https://www.linkedin.com/in/johnmarksmith/)



3 Basic Ground Rules



1→2

One new person that you meet should lead to two introductions to new people



➔ 3 Basic Ground Rules



Joint Value Creation

When you meet someone new for the first time, start thinking not only how they can help you but how you can help them



Tom Falk
ex CEO
Kimberly-Clark

Don't underestimate the power of a simple "How are you?" and "I am just checking in on you"



**So how
do you play
the **game**?**



**So how
do you play
the **game**?**

**Good news!
You've got lots of options.**

Option #1

**Do
absolutely
nothing**



Option #2

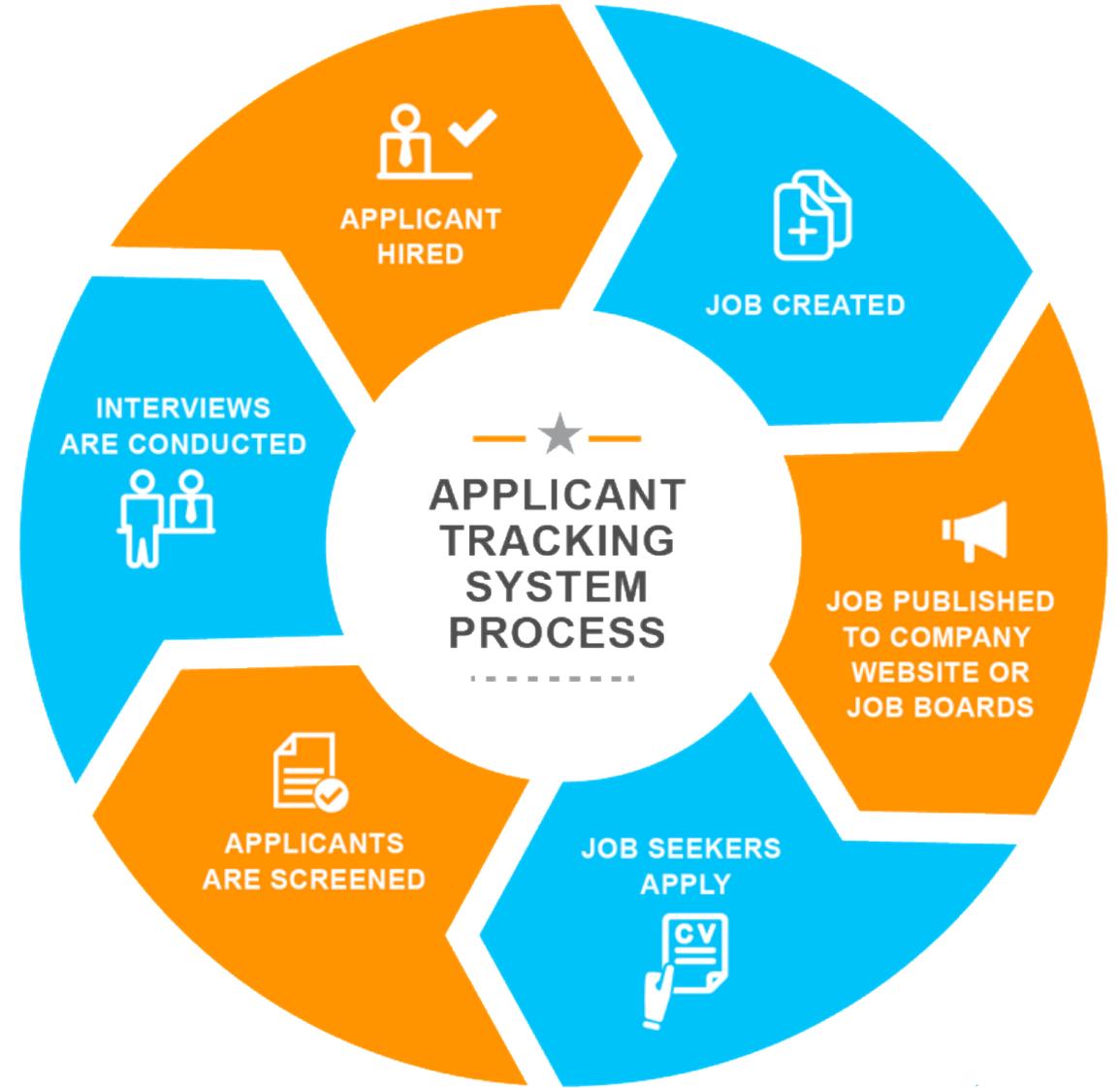
Apply
for jobs





Option #2

If you do this...
don't forget ATS!





Option #2

Two ways to conquer ATS =



[jobscan.co](https://www.jobscan.co)

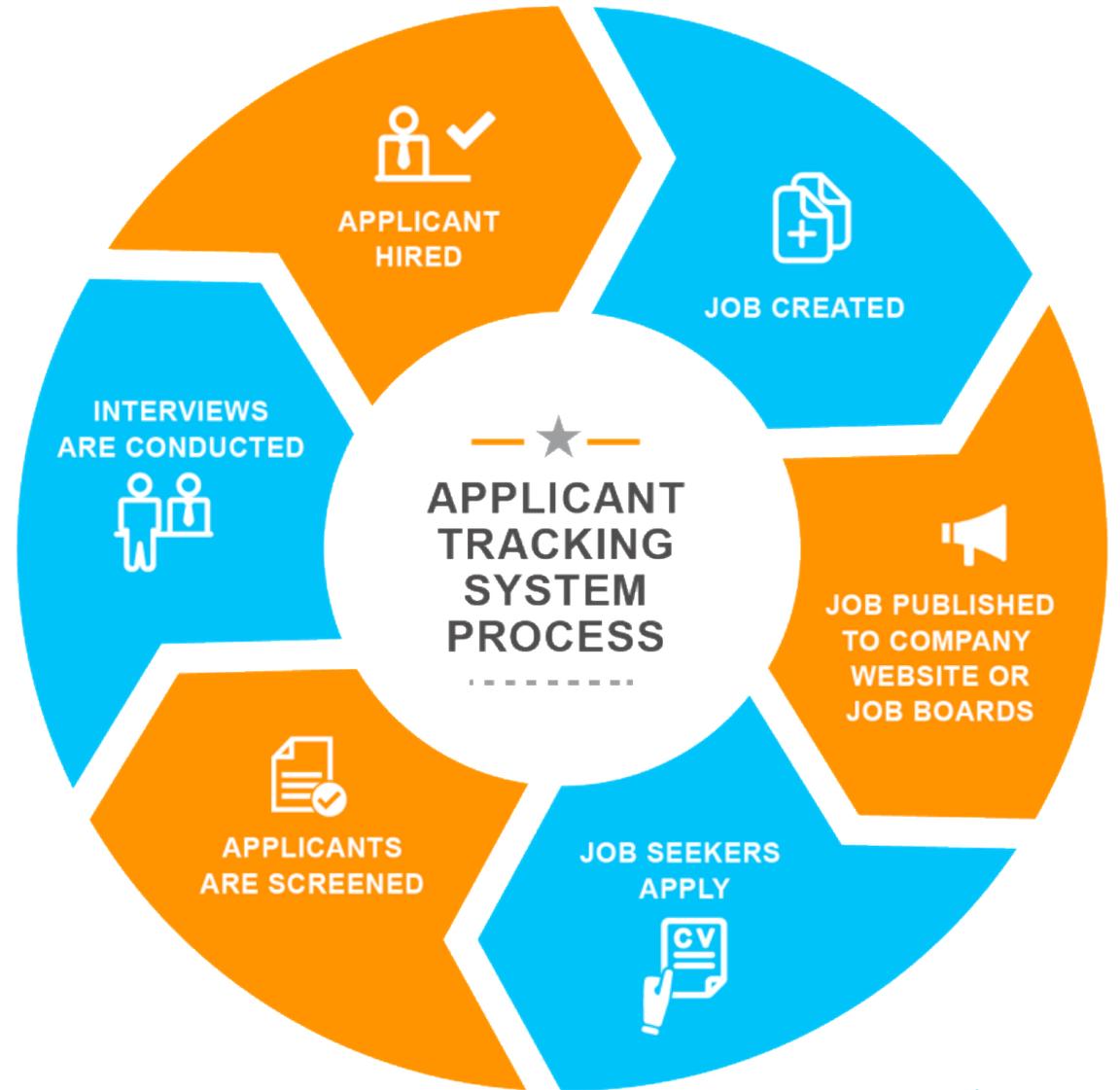
Cost: \$49.95



Resume writer

[linkedin.com/in/mbuckland/](https://www.linkedin.com/in/mbuckland/)

Cost: \$1000.00



➔ Option #2



 **The Coca-Cola Company**
Food & Beverages · Atlanta, GA · 5,181,676 followers

Refresh the world. Make a difference.

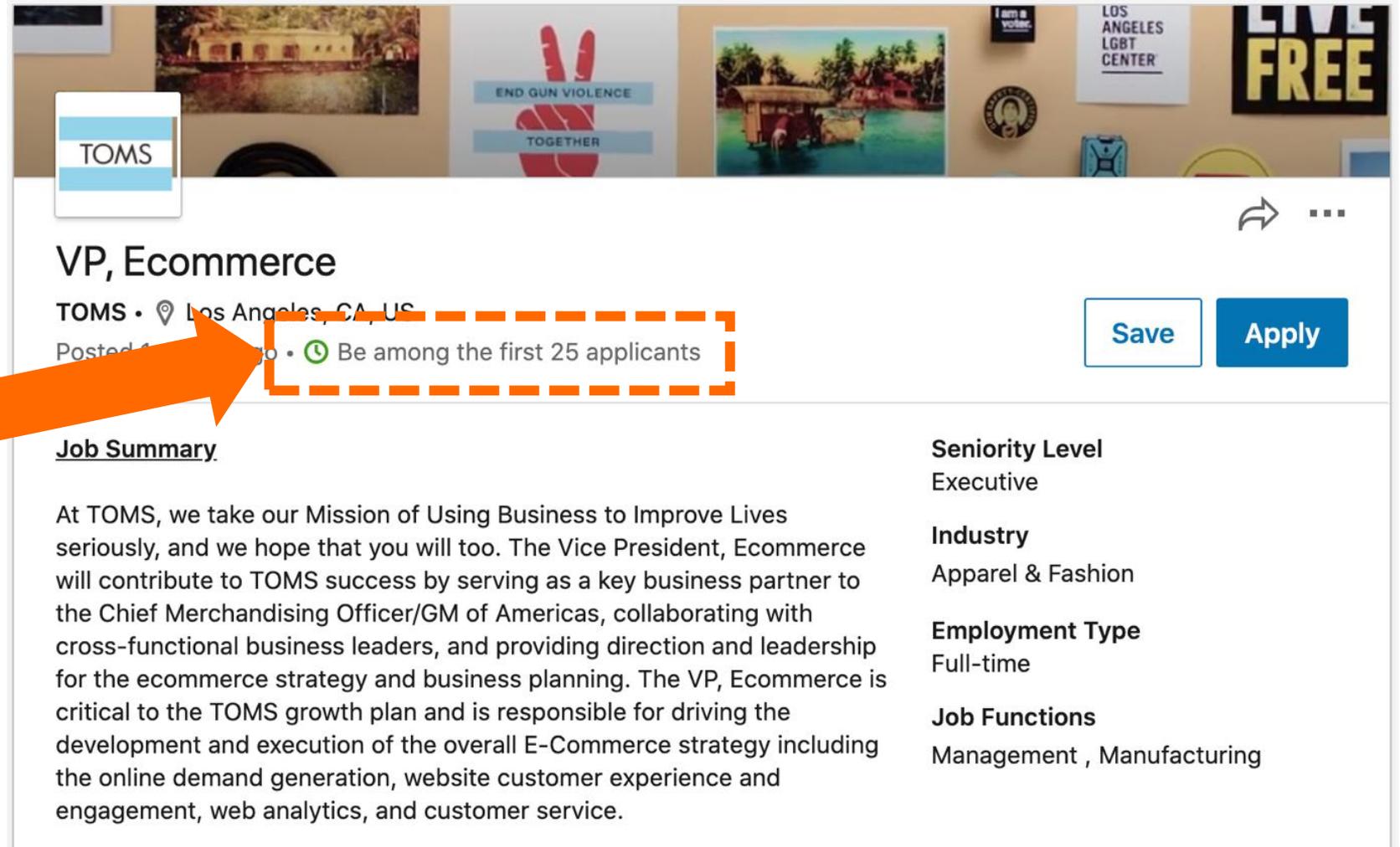
[+ Follow](#) [Visit website ↗](#)

 **Beau & 30 other connections work here**
[See all 71,735 employees on LinkedIn →](#)

**Find the
right people!**

Option #2

Beware of “dead” job postings which may have been reposted multiple times over months.



TOMS

VP, Ecommerce

TOMS • Los Angeles, CA, US

Posted 1 day ago • Be among the first 25 applicants

Save **Apply**

Seniority Level
Executive

Industry
Apparel & Fashion

Employment Type
Full-time

Job Functions
Management , Manufacturing

Job Summary.

At TOMS, we take our Mission of Using Business to Improve Lives seriously, and we hope that you will too. The Vice President, Ecommerce will contribute to TOMS success by serving as a key business partner to the Chief Merchandising Officer/GM of Americas, collaborating with cross-functional business leaders, and providing direction and leadership for the ecommerce strategy and business planning. The VP, Ecommerce is critical to the TOMS growth plan and is responsible for driving the development and execution of the overall E-Commerce strategy including the online demand generation, website customer experience and engagement, web analytics, and customer service.



Option #3

Talk to your **existing** contacts!

**“A friend in need is
a friend indeed”**

- **Ennius** (circa 239–169 BCE)

**“Do not have a
100 Rubles, have
a 100 Friends.”**

- **a Russian proverb (Soviet era)**

Option #3

Super Seed eCommerce Companies



**Reckitt
Benckiser**

2012-2015



Kimberly-Clark

2012-2016

amazon


2012+

Super Seed Exec Mgmt Companies

Coca-Cola

**Mondelez,
Kellogg, Diageo**

P&G

Mondelez
International

**Campbell Foods,
Newell**

Option #4

Take the “April Challenge”

- 5 **new** networking connections per day
- Online or Offline (post-COVID-19)
- Ask your existing colleagues for an introduction
- Follow the ground rule of networking 1 -> 2
- “April Challenge” creates accountability to yourself

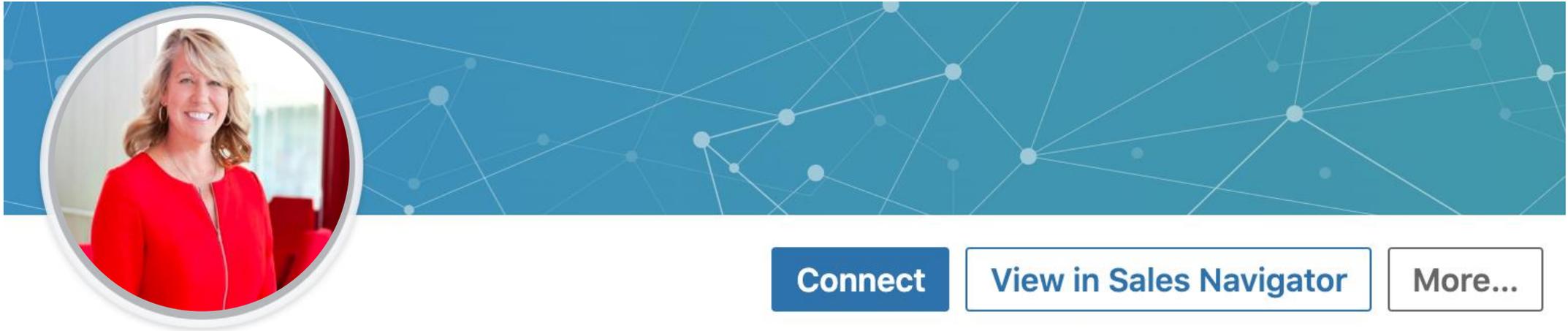


April Lake
*ex Vice President,
Information
Technology
Coca-Cola*

[linkedin.com/in/april-lake/](https://www.linkedin.com/in/april-lake/)



Option #4



Header section of a LinkedIn profile for Julie Hamilton. It features a circular profile picture of a woman with blonde hair wearing a red top. To the right of the picture are three buttons: 'Connect' (dark blue), 'View in Sales Navigator' (white with blue border), and 'More...' (white with grey border). The background is a blue banner with a white network graph pattern.

Julie Hamilton · 3rd



Diageo

Chief Commercial & Global Sales Officer

Greater Atlanta Area

8 connections

Contact info

[linkedin.com/in/julie-hamilton-538124134/](https://www.linkedin.com/in/julie-hamilton-538124134/)



**Don't be deceived by LinkedIn!
Julie is a super networker in "real life"**



Option #4

Don't assume that people update their LinkedIn profiles

Experience



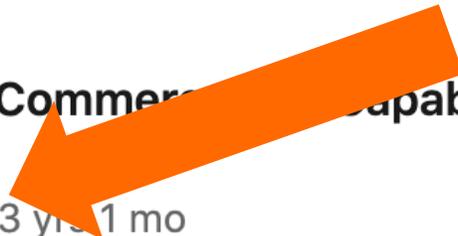
Director, Global eCommerce Capability Acceleration

Kellogg Company

Jul 2017 - Present - 3 yrs 1 mo

Atlanta, GA

Lead the global eCommerce capability organization, spanning sales, integrated marketing, IT, insights & analytics, and supply chain. Accountable for the vision, strategy, and roadmap across D2C, B2B, digital engagement, and commercial innovation.

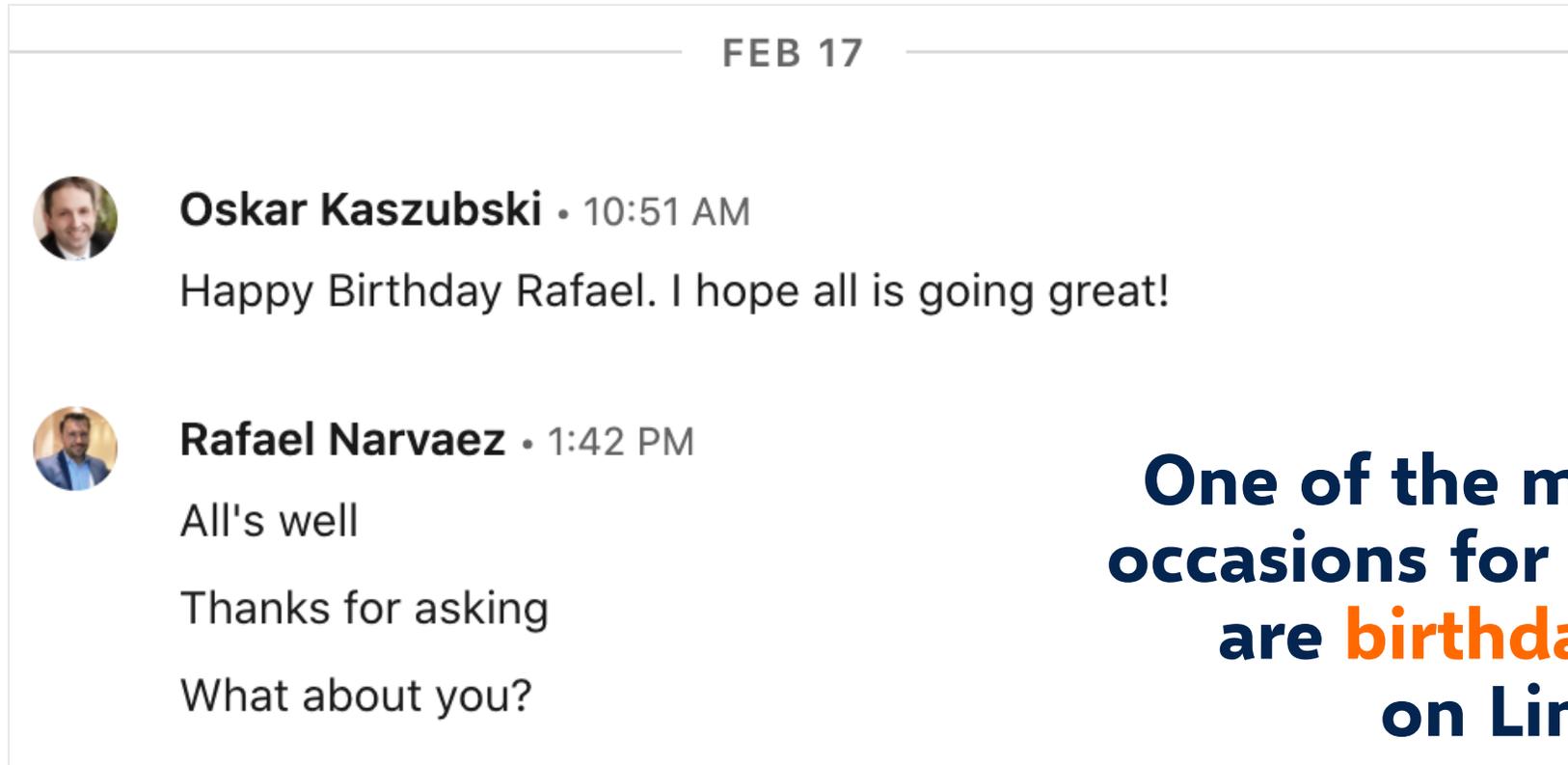


Example: Andrew left in February, but status shows as active in July = 6 months later.

If you change your current job to unemployed, the number of leads coming to you will drop by 4-5X!



Option #4



One of the most untapped occasions for outreach is the are **birthday reminder on LinkedIn.**

Use it to strike a conversation.



Option #4

Great friends
don't have to
be LinkedIn





Option #5

Pyramid Approach

- Recruiters can overestimate or underestimate how much an employee makes at a company
 - Lack of understanding of hiring bands across organizations
- Recruiters often call people for roles that are lateral or too low
- If you are Director, make friends with VPs so to be recommended for roles not for them
 - If you are Manager, make friends with Directors so to be recommended not for them





Option #6

Little Whispers

- Build your network based on companies and not individuals
- For every company out there always have 2-3 people that are willing to share information with you
- The updates you seek are:
 - Departures
 - Internal promotions
 - Internal job postings
 - Executive arrivals
 - Executive departures*

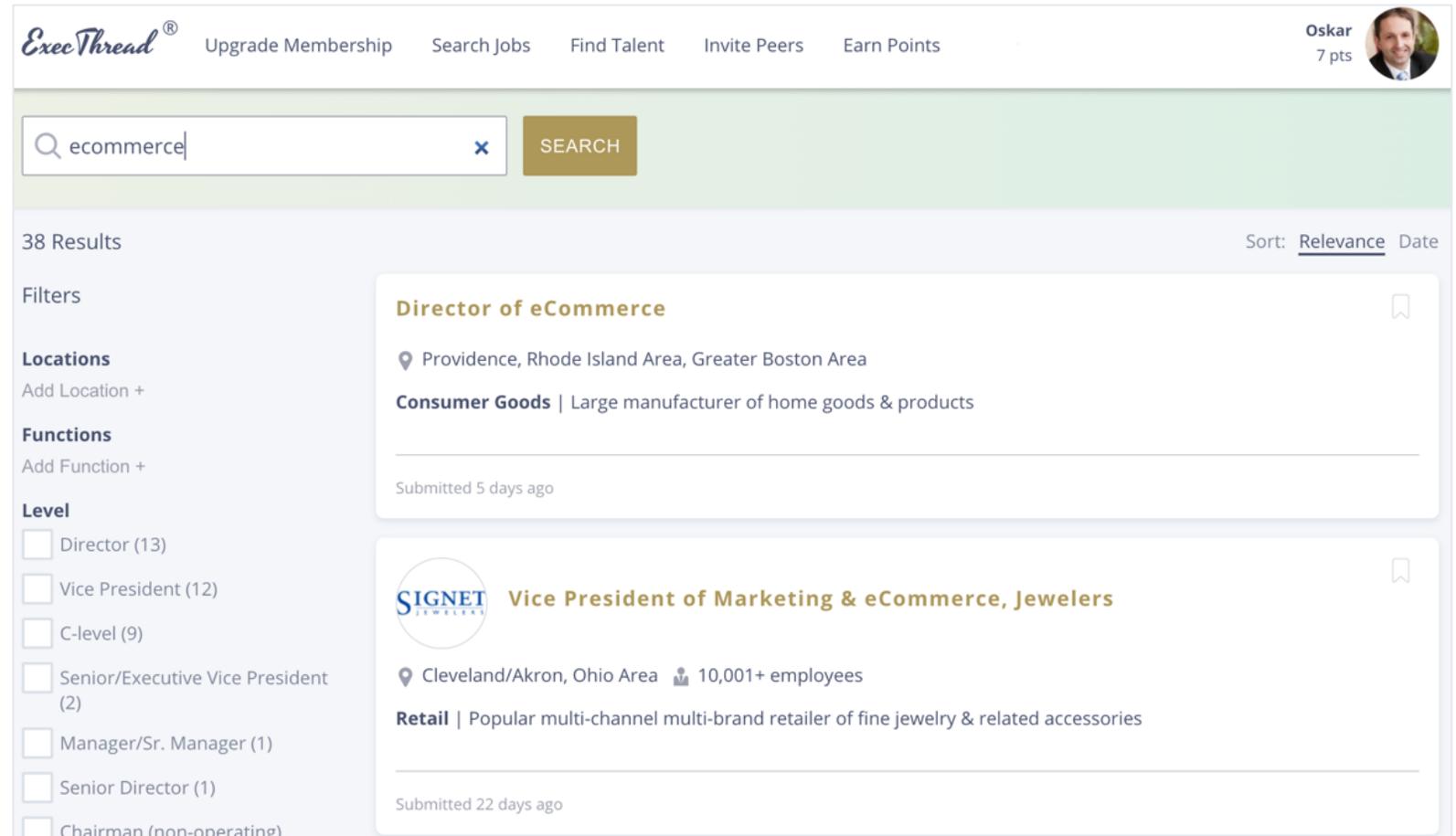
*Careful = this can be confidential information



Option #7

ExecThread.com

- Started by **Joe Meyer**
- Database of unposted job opportunities
- Recruiter calls a candidate, a candidate is not interested in the job, he or she uploads it to execthread.com
- Posting has a job description and a recruiter contact information
- **Cost:** \$20 per month or \$120 per year



ExecThread® Upgrade Membership Search Jobs Find Talent Invite Peers Earn Points Oskar 7 pts

ecommerce SEARCH

38 Results Sort: Relevance Date

Filters

Locations
Add Location +

Functions
Add Function +

Level

- Director (13)
- Vice President (12)
- C-level (9)
- Senior/Executive Vice President (2)
- Manager/Sr. Manager (1)
- Senior Director (1)
- Chairman (non-operating)

Director of eCommerce

Providence, Rhode Island Area, Greater Boston Area

Consumer Goods | Large manufacturer of home goods & products

Submitted 5 days ago

SIGNET JEWELERS **Vice President of Marketing & eCommerce, Jewelers**

Cleveland/Akron, Ohio Area 10,001+ employees

Retail | Popular multi-channel multi-brand retailer of fine jewelry & related accessories

Submitted 22 days ago

[linkedin.com/in/joemeyer/](https://www.linkedin.com/in/joemeyer/)

Option #7

Lead5.com

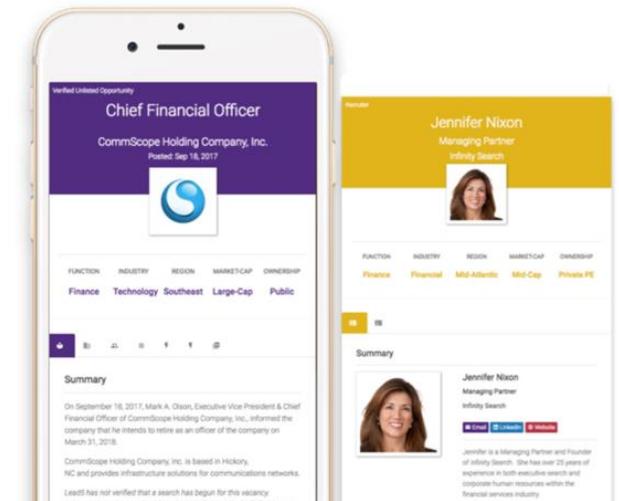
- Started by **Josh Wimberley**
- Ledger of potential opportunities by monitoring executive level departures
- Database of recruiters
- Database of Private Equity firms
- 35 employees / researchers
- **Cost:** \$19.95 per month or \$175 per year

Lead5 - The Executive Career Platform

Access hidden opportunities. Gain expert insights. Connect with peers.



Josh Wimberley, Lead5 CEO & Founder



[linkedin.com/in/joshua-wimberley-a04646/](https://www.linkedin.com/in/joshua-wimberley-a04646/)

Option #8

Full-Service Career Management Agencies

Typical process:

1. Branding
2. Positioning
3. Networking / Facilitated Introductions
4. Interviewing
5. Negotiations
6. Onboarding

They can help you across US and Europe
Manager, Director, VP level

Good for industry career changes

Cost: from \$15K and percentage of
first year salary to \$25K

Typical engagement 9-15 months



careerchange.com/



rialtoconsultancy.com/



Tomasz Lisewski

*ex Chief Marketing and
eCommerce Officer*

Philips now at Barrett Group

linkedin.com/in/tomasz-lisewski/

Option #9



WhatsApp

- People struggle to get organized to take the initiative
- Build or join WhatsApp networking groups
- They are often source of great job opportunities
- Join our WhatsApp group #ROI (details to follow)

hi I am looking for a team leader for Amazon in Philly area or within two hours of Philly. about a \$100mm business

2:33 PM

I got a few names. Will DM you

3:17 PM

do you like overly qualified team leads? Haha

4:12 PM



Sample Approach

- 1. Be positive and optimistic. Your ability to be successful is a frame of mind. You can start winning at any time.**
2. Don't apply for jobs on job boards.
3. Consider using career management agencies either when you know that you've hit a career ceiling, might be laid off or just got laid off.
4. If you are director and above join ExecThread.com.
 - If you are VP and above, join Lead5.com.
5. Create your own "April Challenge."
6. Join our #ROI WhatsApp group to network and stay accountable.



Bonus Advice

Make Google Sheets your BFF...

Recruiter Outreach List ☆ 📁 🌐

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

100% \$ % .0 .00 123 Arial 10 B I S A 🔍 📄 📊 📈 📉 📈 📉 📈 📉

	A	B	C	D	E	
1	Company	Recruiter	Level	Location	Linkedin	Areas expertise
2	3FORTY3	Liana Grossman	Partner	San Francisco	https://www.linkedin.com/in/liana-grossman-a16a0722/	
3	Acuity Talent Acquisition	Caroline Yarnall	Managing Partner	Atlanta	https://www.linkedin.com/in/caroline-yarnall-cpc-821b855/	
4	Affiniti Search	Hilary Hoolahan	Recruiter	London	https://www.linkedin.com/in/hilaryhoolahan/	
5	Barton Executive Search	Tim Barton	Owner	Atlanta	https://www.linkedin.com/in/tim-barton-9218005/	
6	Bernhart & Associates	Jerry Bernhart	Owner	Rochester, MN	https://www.linkedin.com/in/digitalmarketingrecruiter/	
7	Bloom, Gross & Associates	Karin Bloom	Owner	Chicago	https://www.linkedin.com/in/karenbloom/	
8	Caldwell Partners	Jeff Lemming	Managing Partner	Atlanta	https://www.linkedin.com/in/jeff-lemming-7142923/	
9	Caldwell Partners	Mercedes Chatfield-Taylor	Managing Partner	San Francisco	https://www.linkedin.com/in/mchatfieldtaylor/	
10	Caldwell Partners	Shauna Baechle	Consultant	Chicago	https://www.linkedin.com/in/shauna-baechle-3614838/	
11	Canvas Ventures	Ripley Hartmeyer	Head of Talent	San Francisco	https://www.linkedin.com/in/ripley-hartmeyer-7ab96834/	Head of search for venture fir
12	Carpe Diem	Debbie Gonzalez	Managing Partner	Phoenix	https://www.linkedin.com/in/debbie-gonzalez-vredenburg-4033261/	
13	Carter Baldwin	Chad Embry	Consultant	Atlanta	https://www.linkedin.com/in/chadembry/	
14	Carter Baldwin	Dave Sobocinski	Partner	Atlanta	https://www.linkedin.com/in/dave-sobocinski-1358/	
15	Carter Baldwin	Derek Broyard	Associate Partner	Atlanta	https://www.linkedin.com/in/derek-broyard-04a2491/	General recruiting
16	Charles Aris	Chad Oakley	CEO	Greensboro, NC	https://www.linkedin.com/in/chad-oakley-7b96251/	
17	Charles Aris	Mitch Oakley	Founder & Chairman	Greensboro, NC	https://www.linkedin.com/in/mitch-oakley-charles-aris/	
18	Curtis Food Recruiters	Alexis Hoopman	Talent Acquisition Manager and Executive Recruiter	Minneapolis-St. Paul	https://www.linkedin.com/in/alexishoopman/	Sales & Marketing
19	DHR International	Alison Tringale	Managing Partner	Atlanta	https://www.linkedin.com/in/alison-tringale-4b34a8b/	Sales & Marketing
20	DHR International	Christine DeYoung	Managing Partner	Chicago	https://www.linkedin.com/in/christinedeyoung/	Consumer, Marketing, Sales
21	DHR International	Dwain Celistan	Managing Partner	Chicago	https://www.linkedin.com/in/celistan/	Consumer, Diversity, Industria

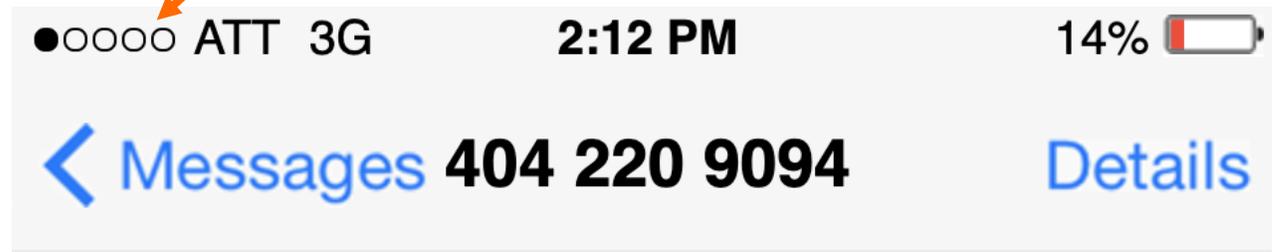
Bonus Support



WhatsApp

**Join #ROI
WhatsApp Group**

- **Text 404 220 9094**
- **Include your Name and LinkedIn URL**



Oskar Kaszubski
<https://www.linkedin.com/in/oskarkaszubski/>



Let's Connect

We'll be your friends on LinkedIn!



Oskar Kaszubski

Co-Founder
& CPG eCommerce Leader
oskar@firstmovr.com



Chris Perry

Co-Founder
& CPG eCommerce Leader
chris@firstmovr.com



5-minute break...

**Because everyone
needs a refill!**



Today's Mission



Welcome
+ Opening Remarks

Chris Perry
firstmovr



invincible
LinkedIn Mastery

Oskar Kaszubski
firstmovr



Networking 2.0

Alison Tringale
DHR International



Recruiting 2020
Panel + Q&A

Adam Rose
eCommerce Placement



ROI

Invest to Grow Yourself
eCommerce Career Summit / Aug 2020



Recruiting 2020

Panel + Q&A

WITH
GUEST
EXPERTS



Alison Tringale
DHR International



Adam Rose
eCommerce Placement



Pay it forward to a friend =
August recording and
next ROI event in December



ROI
Invest to Grow Yourself
eCommerce Career Summit / Dec 2020
[REGISTER NOW](#)

ROI eCommerce Career Summit
Invest to Grow Yourself
DATE: 12.2
12:00 – 3:00 PM EST

And register for our D2C, Amazon, Walmart + iQBR summits



D2C NOW
Blurring into Retail
eCommerce Summit / Sept 2020
[REGISTER NOW](#)

D2C Now eCommerce Summit
Blurring into Retail
DATES: 9.15 – 9.17
12:00 – 14:00 PM EST



JBPx
Winning Walmart
eCommerce Growth Summit / Oct 2020
[REGISTER NOW](#)

JBPx eCommerce Growth Summit
Winning Walmart
DATES: 10.20 – 10.22
12:00 – 13:30 PM EST



JBPx
Winning Amazon
eCommerce Growth Summit / Sept 2020
[REGISTER NOW](#)

JBPx eCommerce Growth Summit
Winning Amazon
DATES: 9.22 – 10.8
12:00 – 13:30 PM EST



iQBR
Leading Change Together
eCommerce Leadership Summit / Q4 2020
[REGISTER NOW](#)

iQBR eCommerce Leadership Summit
Leading Change Together
DATES: 11.3 – 11.19
12:00 – 13:30 PM EST

Next Steps

**You've always
been a first mover.
Let's make it official.**



Oskar Kaszubski

Co-Founder
& CPG eCommerce Leader
oskar@firstmovr.com



Chris Perry

Co-Founder
& CPG eCommerce Leader
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