

Heather Holman Dupré

435 Quail Circle, Boulder, CO 80304

(c) 303.827.9004

heather@eggstrategy.com

A creative, award winning marketing professional leveraging over 30 years of marketing and innovation wisdom from both the client and service sides of the marketplace

Marketing Instructor, University of Colorado **2018- Present**

Teach multiple Marketing, Innovation and New Product Development oriented classes at the main Boulder campus, primarily to undergraduate students.

Co-Founder/Egg Emeritus- Egg Strategy Inc., Boulder, CO **2003-2017**

Co-founder of a global brand strategy, innovation, and consumer insight consultancy with main offices in Denver, Chicago, New York. Egg Divisions: Health, CPG and Lifestyle serving predominantly Fortune 500 companies including Nestlé, PepsiCo, Mondelez, McCormick, Hershey's, Kellogg's, Estée Lauder, Pernod-Ricard, J&J, GSK, and Google. Key areas of expertise include: Consumer Research, Consumer Insights, Brand Strategy, and Innovation.

Vice President Global Innovation - Diageo, Stamford, CT **2000-2003**

Directed North American innovation and innovation strategy for the world's largest wine, spirits, and beer company. Created cross-portfolio innovation pipeline and launched award winning new products including Ciroc Vodka, Tanqueray 10, and Smirnoff Twist.

Vice President Innovation - ConAgra Foods, Omaha, NE **1998-1999** **1995-1996**

Created portfolio innovation strategy and led brand expansion for Healthy Choice, Marie Callender, Butterball, Banquet, and Kid Cuisine. Conceived and launched award winning Butterball Baked. Called back to company to lead the entire innovation pipeline development and growth strategy.

Vice President Marketing & Innovation - Kao, Cincinnati, OH **1996-1998**

Led all marketing functions for the US division of the Asian consumer products leader Kao. Highlights include launching award winning Bioré skincare products in the US creating a new beauty category, restaged the flagship Jergen's brand regaining market prominence, and the acquisition and growth strategy for the Curél skincare brand.

Global Dir. Women's Health – Bristol-Myers Squib, Evansville, IN **1993-1995**

Created and led the Global Women's Health Innovation Team. Created and launched award winning Viactiv, Active Nutrition for Women, the first "By Women for Woman" brand and winner of Business Week Best New Product Of The Year.

BM/SBM- The Kellogg Company, Battle Creek, MI **1989-1993**

Created and launched award winning new products including: Kellogg's Lowfat Granola and Kellogg's Rice Krispies Treats Cereal. Skyrocketed growth for the Rice Krispies brand by uncovering a significant new growth vector for the brand and a resulting new product portfolio.

Brand Manager, Innovation - Alberto Culver, Melrose Park, IL 1987-1989

Created new hair care strategic opportunities based upon R&D new technologies and fresh consumer insight across hair care and household brands.

AE/Senior Account Executive, Leo Burnett Advertising, Chicago, IL 1984-1987

Client service and strategic planning teams for Beatrice Foods (Eckrich) and First Brands Boston (Glad). In addition to advertising development was a key member of client innovation teams.

EDUCATION

M.B.A.(M.M.) Northwestern University Kellogg Graduate School of Management, Evanston, IL

Double major in Marketing and International Management

Bachelor of Fine Arts with Honors, University of Illinois, Champaign-Urbana, IL

Double Major in Art History and Painting & Design

BOARD EXPERIENCE

National Council on Aging (NCOA), Washington, D.C. - Board Member/Committee Chair

BolderReach (Global Women's Aid)- Former Board Member

Boulder Philharmonic Orchestra- Former Board Member

The Dairy Arts Center - Former Board Member

SilverNest (Award Winning Home Sharing start-up) - Advisory Board Member

Zeo (Sleep Optimization) – Former Advisory Board Member