
PETER C. LATHROP

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MARKETING ART & SCIENCE, Inc. Denver, CO

2001-Present

President, Chief Strategy Officer of top-25 Denver marketing communications agency that provides strategic planning, creative campaigns, executions, production and media services to a broad range of local and regional businesses. Twenty-five year old, entrepreneurial agency nearly doubled billings and earnings since 2001. Currently work solely developing new business sources and new account strategies.

- Concurrently, Lecturer at the Daniels Business School, University of Denver, teaching graduate Marketing Strategy course to second-year MBA/MS students. Previously, Adjunct Professor at the Leeds Graduate School of Business, University of Colorado, Boulder.

HARTMANN Inc. Princeton, NJ/Lebanon, TN (Division of Brown-Forman Corp.) 1992-2001

President and CEO of international luxury luggage and leather goods company.

- Inherited troubled business unit in midst of five-year sales (-25%) and earnings (-90%) declines. Implemented 2-year turnaround plan, providing platform for longer-term brand renewal and growth strategies. Substantially upgraded management. Revenues increased 60%; earnings goals met or exceeded in five of seven fiscal years.
- Oversaw 30-month conversion of manufacturing operation from assembly lines to cellular teams (1995-97). Factory throughput reduced from 20 to 5 days. Inventory turns improved: finished goods from 5.3X to 8.1X, WIP from 24X to 48X, raw from 9X to 13X. Initial customer order fill rates rose from 82% to 93%. Manufacturing margin increased 2.4 points.
- Restructured supply chain. Offshore sourcing increased from < 10% to > 35% of total sales volume over three years (1997-00), representing initial steps in longer-term supply strategy overhaul.
- Reorganized sales organization to address changing distribution channels: flatter structure with fewer, stronger sales managers supported by local servicing network. Built first Hartmann factory store in 1996; by 2001, five highly profitable stores complemented aggressive new design and inventory strategies.
- Signed comprehensive design agreement with award-winning NYC based Lambertson-Truex in 1999, providing cutting-edge design direction to reinvigorate aged product portfolio and dated brand franchise.

GLOBAL ALLIANCE MARKETING, Inc. Denver, CO

1991-1992

Principal in management consulting firm assisting clients develop multi-national marketing, sales, and distribution strategies and implementation plans.

- Completed ten-month, on-site assignment for \$1.2BN Brussels-based division of US multinational packaged goods company. Active formulating strategies and execution plans for transition from 7 independent national companies into single European market structure to compete in new European Union.
- Retained to develop marketing, product and sales strategies and implementation plans for UK-based company sourcing products in China for distribution in Anglo markets: US, UK, Canada, and Australia.

BLACK & DECKER, EUROPE Slough, England

1989-1991

Vice-President, Marketing, Europe. Directed pan-European strategies and programs for Power Tools (\$304M), Outdoor (\$98M) and Household (\$65M) product development, pricing and advertising.

- Oversaw product design, specifications, packaging, pricing and advertising programs to meet pan-European requirements while responding to national market needs. Chaired European Marketing Team responsible for assuring B&D's business structure fit "1992" European single-market.

- Key member of worldwide design, engineering and manufacturing teams assuring new product development met European market needs while conforming to B&D global product strategies and company-wide “Centers of Excellence” global manufacturing and sourcing strategies.
- Separated Power Tools marketing into two separate divisions: industrial and consumer. Developed pan-European advertising strategy and campaign to support short-term sales goals while building long-term brand equity.

SAMSONITE, EUROPE Oudenaarde, Belgium

1985-1989

Vice-President, Europe. Responsible for all European sales and marketing across 17 countries for flagship Samsonite brand (\$200M) and oversight of start-up business venture: successfully launched Lark brand and business in Europe.

- Achieved four-year 36% Samsonite brand sales increase, contributing to 39% earnings growth. Revenue growth achieved despite reducing price promotion activities by one-third and number of retail accounts by 400.
- Introduced award winning, pan-European marketing and advertising campaign substantially strengthening the brand franchise while contributing to sales growth.

SAMSONITE, USA Denver, CO

1972-1985

- **Vice-President, Sales.** Headed 60-person US field sales organization accountable for \$90M in sales. Introduced professional disciplines, training, performance standards and staffing to a “seat-of-the-pants” organization. Realized 6% first-year sales increase after cumulative 3-year 10% decline.
- **Director of Sales, National Chains and Special Markets.** Oversaw national chains’ businesses (Sears and JC Penney) and special markets (premium, incentive, OEM). Developed six successful private label lines for Penney. Increased area volumes 22% during period in which total division volumes declined.
- **District Sales Representative.** Requested one-year developmental assignment to gain field sales experience. District sales increased 11%; district quota accomplishment rose from 53rd to 10th.
- **Director, Advertising, Merchandising and Market Research.** Developed award-winning advertising campaign that supported sales objectives. Originated cross-functional “Business Opportunity Planning” programs—a breakthrough concept for building business with key accounts.
- **Manager, Product Planning and Development.** Direct US product management function, with overall responsibility for new product planning and development in US market.

J WALTER THOMPSON COMPANY, New York, NY

1971-1972

- **Account Manager.** Advertising agency responsibilities for brands of major NY-based packaged goods client.

EDUCATION

MBA 1971, University of Michigan, Ann Arbor, MI: Marketing and Finance.

BA 1969, Kenyon College, Gambier, OH: Liberal Arts; English major.

PERSONAL/AFFILIATIONS

Married to a Belgian national; two grown children. Excellent health—energetic and active. Interests include: hiking, backpacking, skiing, snowshoeing, adult education, travel, oenology. Conversational French. Professionally, current/former member of various associations: Advertising Age Review Board, Denver Marketing Federation, Travel Industry Board of Directors, Colorado Association of Home Builders editorial review board, United Way Chairperson, World Trade Center, Denver Chamber of Commerce.