

**DONALD B. KING**

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**SUMMARY AND PROFILE**

CEO/Board Director/Board Advisor, World class Brand Management background, building upon degrees earned at Wharton and Stanford University. Creates positive visions for the future and leads high-performing teams to make them a reality. Has a consistent record of building volume, share, and profitability, to make strong brands elite.

**PROFESSIONAL EXPERIENCE**

**UPPERPIN INC – Irvine, CA**

**CEO/Co-Founder/Executive Member of Board of Directors**

**April, 2024-Present**

- ✓ Lead all Operations, Marketing, Brand & Product Management, and Administrative Functions
- ✓ Responsible for growth through both B2C and B2B audiences

**CANDELEN INC – Phoenix, AZ**

**Board of Directors; Finance and CEO Search Committees**

**September, 2022-Present**

- ✓ Led CEO Search Committee which hired new CEO in April, 2023
- ✓ Finance Committee Chair/Treasurer

**GRAY FALKON INC – St. George, UT**

**Board of Advisors**

**July, 2022-November, 2023**

**BOTTLES WAITING, INC – Las Vegas, NV**

**Investor/Advisor**

**March, 2022-Sept, 2023**

**SUPPLY TIGERS, INC – Lisle, IL**

**President**

**July, 2021- September, 2022**

- ✓ P&L Owner, responsibility for all corporate functions
- ✓ Developed Brand Vision for business transformation
- ✓ Completed 2022 Business Plan; on track to deliver sales and profit targets

**HERFF JONES, INC – Indianapolis, IN**

**Chief Marketing Officer**

**2020-2021**

P&L Owner, responsibility for e-Commerce, Marketing, Brand Development, Creative, and Merchandising

- ✓ Developed first ever Brand Vision and Architecture for Herff Jones
- ✓ Finalized 2021 marketing plan for Scholastic, Yearbook, and college divisions

**CHAMPION PETFOODS, LP – Edmonton, Alberta, Canada**

**Global Vice-President, Marketing**

**2018-2020**

Acting Global Chief Marketing Officer

Responsibility for Creative, Marketing Operations, Merchandising, Field Marketing, and Petco launch efforts

- ✓ Commercial lead for Marketing Collateral development for ORIJEN and ACANA launch into Petco on March 4, 2019
- ✓ Lead team of 20 marketing professionals who deliver all global marketing efforts for Champion (92 countries)

**ZORO TOOLS, Inc. – Buffalo Grove, IL**  
**Vice-President/Chief Marketing Officer**  
**2015- 2018**

First CMO in Zoro's history Responsible for Marketing, Zoro Canada, Analytics, and Marketing Research

- ✓ Authored first Brand Vision for the Zoro brand and launched the first digital brand campaign in March, 2016.
- ✓ Led Analytics and Project Management organizations for all of Zoro, in addition to Brand/Marketing leadership
- ✓ Exceptional organizational engagement results (85%) in Zoro/Grainger engagement survey
- ✓ Increased Brand Awareness by +7% in 2016. Brand Awareness growth equaled 2016 growth in 2017.
- ✓ Brand Equity improved across the board, including +8 pts. On Brand Love measure and +11 on core equity.

**NOBILITY VENTURES, LLC – Lincolnshire, IL**  
**Founder and Managing Director**

**2011- 2015**

- ✓ Acting President, Excel on Corporation. Worked with Investor and Founders to finance and turn a breakthrough Retail Technology concept into reality. (2014-2015)
- ✓ Subcontracting agreement through Pathfinder Consulting with major spirits manufacturer, to write and gain approval on US Multicultural Segmentation strategy, with volumetric projections through 2020. (2013-2014)
- ✓ Acting CEO, US RAC (November, 2011—June, 2012)
- ✓ Led repositioning for market expansion of a premium durable goods product.

**KRAFT FOODS, INC, KRAFT FOODS NORTH AMERICA – Northfield, IL**  
**Vice-President, Retail Experience**

**2010-2011**

Company expert on emerging Shopper Marketing digital technologies for Kraft North America

- ✓ Led development of Kraft Meal Planning Solution Center in partnership with Intel. Was ready for pilot during Q3, 2011. Maintained critical B2B relationship w key partner in IT and consumer technology.

**Vice-President, Marketing, Cheese & Dairy**

**2009-2010**

General Manager and marketing leader for \$2B Kraft Natural Branded Cheese product portfolio Responsible for Customer and Channel marketing for the Cheese BU

- ✓ Increased KNBC 3 outlet share by +4pts in 2010, first share increase in over three years.
- ✓ Delivered 2009 business plan profit target.

**THE COCA-COLA COMPANY, COCA-COLA NORTH AMERICA – Atlanta, GA**  
**Group Director, Marketing Capability**

**2007-2009**

Direct report to CCNA CMO Led strategy and execution of training and development programs for marketing personnel within CCNA Completed roll-out of Global DNA (The Coca-Cola Way of Marketing) processes to marketers.

- ✓ Led team of nine who developed detailed marketing process design during CCNA business transformation.

**Group Brand Director, Sprite**

**2004-2006**

Led Marketing efforts on the Sprite Brand in the U.S. Led a seven-person team responsible for all national consumers marketing on Sprite Key member of Sprite/Fanta Global marketing community

- ✓ Re-launched Sprite, which updated Sprite graphics and visual ID system for the first time in 12 years.
- ✓ Led Sprite team to make plan on both volume and profit for the first time since 1999. Global Sprite Lead.
- ✓ Drove strong efforts in digital media – Sprite's 'Lost Experience' interactive program set the company record for single-day traffic for a company-created website. Won Webby and WOMMA awards for digital excellence.

**BI-LO, LLC AND BRUNO'S SUPERMARKETS, INC. – Mauldin, SC**  
**Vice-President, Marketing**

**2003-2004**

Generated over \$8MM in annual marketing expense synergies and reduced annual SG&A expense by more than \$1.3MM by consolidating marketing functions to reduce headcount from 57 to 45, with a \$59MM annual budget

**PCA INTERNATIONAL, INC. – Matthews, NC**

**Senior Vice-President, Marketing and New Business Development**

**2000-2003**

Led marketing department responsible for developing marketing materials for all PCA business units, which included more than 1,000 Wal-Mart Portrait studios across the U.S Also launched the company's first all-digital studio.

**THE PROCTER & GAMBLE COMPANY – Cincinnati, OH**

**Marketing Director, Global Business Unit, Oral Care Category**

**1997-2000**

Led team of 22 people and five brand groups; \$230MM in marketing spending. Led Global Toothbrush business

- ✓ Stabilized Crest share after 48 months of decline, beginning 19 consecutive months of share growth versus prior year and improving profitability by +39%. Crest regained share leadership in May, 2000.
- ✓ Gained the first and only ADA Seal for whitening safety and efficacy on Crest Extra Whitening.
- ✓ Increased Crest Toothpaste fiscal year to-date share and volume by +6% and +16%, respectively.

**Brand Manager, Pampers – Cincinnati, OH**

**1996-1997**

P&L responsibility for the \$1B U.S. Pampers brand Led team of eight direct reports with a support budget in excess of \$150MM

- ✓ Improved Pampers net sales by more than \$70MM.
- ✓ Managed conversion of Pampers Girl/Boy to Baby Dry (Unisex). Improved brand performance on volume, share, and profitability by +7%, +8%, and +71%, respectively.
- ✓ Launched the first Pampers brand website, including content developed specifically for this medium by the world's leading experts in baby well-being.

**Brand Manager, Vicks Products – Cincinnati, OH**

**1994-1996**

Led a team of eight marketing professionals Created growth on three supported Vicks businesses with limited resources Served as Global representative for VapoRub creative development process

- ✓ Initiated the Vicks licensing program with Kaz, Inc., launching the Vicks Vaporizer within eight months of the initial meeting with Kaz. Product became the #1 selling vaporizer in the U.S. market during 1995
- ✓ Named Health Care Sector "Advertising Leader of the Year". Global lead for Vicks brands.

**COMMUNITY INVOLVEMENT & OTHER ACTIVITIES**

Parent Leadership Council – Harvey Mudd College – 2022-Present

Board of Advisors, &Minds Partners Consultancy – 2020-2022

Board Member, Stanford National Black Alumni Association – 2018 - 2021

Vice-President, Stanford Black Alumni Association – Chicago, 2016-2018

Stanford Alumni Admissions Interviewer, 2013-2019

Board Member, Big Brothers Big Sisters of Metro Atlanta – 2008-2009

Board Member, Boys and Girls Clubs of Cincinnati – 1997-1998

**EDUCATION AND OTHERS**

**The Wharton School, University of Pennsylvania**

MBA: Dual Concentration in Marketing and Finance. Johnson & Johnson Leadership Fellow Graduate Admissions Assistant VP, Wharton African-American MBA Association

**Stanford University**

Bachelor of Science, Mechanical Engineering, CORBEST Scholar. President, Stanford Society of Black Scientists and Engineers Board Member, Stanford Engineering Association Secretary, Kappa Alpha Psi Fraternity, Inc