

Shruti Saini

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education

2009-2011 **HARVARD BUSINESS SCHOOL** **CAMBRIDGE, MA**
Master in Business Administration. Consumer Marketing, Brand Strategy. *Leadership Positions:* HBS Harbus Newspaper; Writer, Editor, Board of Directors. Harvard Women in Business Leadership Conference; Speaker & Panelist. Harvard University Economics & Business Tutor (advised 300+ undergrad students). *Current:* Investors Society for Leadership & Innovation.

2002-2006 **HARVARD UNIVERSITY** **CAMBRIDGE, MA**
Major: Behavioral Economics, Advanced Spanish. *Leadership Positions:* Harvard College Investment Magazine; Founding Editorial Team, Writer. Harvard Jazz Dance Team, Choreographer & Dancer.

leadership

Featured Contributor - *Medium, The Huffington Post*; Examine brands, strategy, marketing, & culture.
Featured Speaker - *Quirks Marketing, CMO Insight Summit*; Share perspectives on marketing principles.
CMO Council Member – *Global Network of Senior Leadership*; Peer powered thought leadership.

experience

2023 - **AWE INSPIRED** **LOS ANGELES, CA**
present *Chief Marketing Officer.* Responsible for leading full-funnel integrated marketing across acquisition, paid social, paid search, SEO, affiliate, retention, crm, email, sms, site/ecommm, brand, creative, influencer, experiential, & pr.

2019- **DRIVE BRAND STRATEGY, LLC** **SAN FRANCISCO, CA**
present *Founder & Principal.* A partner to CEOs & CMOs. Extensive experience scaling brands by developing foundational brand & marketing strategies that translate to omnichannel go-to-market plans. Lead in agile environments across multidisciplinary teams. (*Clients: Prophet, Siegel+Gale, SC Johnson*)

- Develop foundational brand positioning, purpose, mission, values, tonality, pillars, platforms.
- Define consumer focus & brand architecture, establishing go-to-market principles & hierarchy.
- Conduct portfolio rationalization, building the product roadmap by consumer target & audience.
- Design and launch both full funnel & digital forward integrated campaigns across the media mix.
- Optimize in-market campaign performance across paid & owned via agile and adaptive testing.

2022 - **BEAUTYCOUNTER (2022 Carlyle Acquisition)** **SANTA MONICA, CA**
2023 *Vice President, Head of Brand & Integrated Marketing.* Brought on by the CEO post Carlyle acquisition to reposition the brand for growth during a strategic inflection for the company. Manage P&L, marketing budget, & cross-functional marketing team across brand, social, integrated campaigns, digital, & creative.

- Led the total restaging of brand positioning and the development of a revamped brand architecture and 360 campaign strategy anchored in key brand, category, cultural, & consumer drivers.
- Defined integrated go-to-market planning and drove creative development, activation, & optimization across the full funnel (linear, streaming, paid digital/social/search, email/CRM, retail, partnerships).
- Built innovative multi-channel acquisition campaigns that ensured our purpose, mission, values, tonality, and key brand messaging scaled cohesively to drive stronger reach, resonance, & conversion.
- Designed and installed the first company-wide integrated marketing process to drive impact, alignment, & efficiencies across cross-channel content development, deployment, & results shareout.

2020 – **GROVE COLLABORATIVE (2021 IPO, merged with Virgin Group)** **SAN FRANCISCO, CA**
2022 *Vice President, Head of Marketing Strategy.* Member of the executive leadership team reporting directly to the CMO. Brought on pre-IPO to lead total portfolio DTC integrated marketing & consumer strategy across key pillars of commercial activation: brand, creative, performance/growth, retention/email, site/ecommerce, customer experience, product innovation, retail, & pr/communications.

- Established the first data-driven customer segmentation model that was rapidly adopted across the organization to drive understanding of core audiences, marketplace trends, & purchasing dynamics.

- Introduced and implemented advanced customer analytics to optimize performance marketing resulting in more efficient CAC and ROAS across key growth channels (TikTok, IG, FB, Ecomm)
- Identified core brand and consumer drivers to accelerate acquisition tactics & optimize retention campaigns leading to stronger conversion, AOV, & LTV across customer cohorts.
- Designed and installed the first brand health & equity tracker to assess in-market brand performance leading to sharper understanding of how to iteratively improve category & competitive positioning.
- Developed and formalized the strategic marketing and planning cycle to drive team coordination.

2015-2020 **ANHEUSER-BUSCH INBEV** **NEW YORK, NY**
Senior Director & Partner, Brand Strategy & Insights Promoted thru Manager, Sr Manager, Director & Sr. Director. Responsible for pioneering new ways of developing and applying consumer learning to drive agile marketing impact - targeting new growth audiences & creating disruptive product, creative, and cross-channel strategies.

- Led development of annual content marketing roadmap, integrated end-to-end consumer-centric paid and owned marketing campaigns, and product expansion strategies for our \$bn+ brand portfolio.
- Established and led restaging of the consumer target, brand positioning, & brand architecture strategy for *Budweiser* and *Bud Light*, unlocking a return to \$ volume growth in key target markets.
- Launched *Bud Light Seltzer*, the largest category innovation in 2020 resulting in a reversal of declining share trends and acceleration of incremental growth in an advancing consumer segment.
- Developed high-impact portfolio wide 360 Super Bowl campaigns, leading the creative strategy and development process from front-end insights application to in-market commercial execution.
- Identified and defined the portfolio opportunity, brand positioning, consumer strategy, & integrated creative roadmap for key portfolio extensions generating \$100m+ in revenue.
- Founded, developed, and led ‘Consumer Sprints’ – high-impact cultural deep dives that built rapid consumer intuition & generated faster feedback loops for a new innovation implementation model.

2013-2015 **GENERAL MILLS** **MINNEAPOLIS, MN**
Global Consumer Insights Associate – Brand Strategy & Digital Marketing

- Developed brand positioning and integrated media campaigns for international Baking, Snacks, Meals \$bn+ brands. Led full cycle of innovation for a new \$500m *Pillsbury* baking product, from front-end concepting through to creation, iteration, & launch assessment of business impact.

2012-2015 **THE HUFFINGTON POST** **NEW YORK, NY**
Featured Contributor - Brand Strategy, Business, Media

- Selected to join Huffington Post’s signature editorial lineup, featured on Business & Media verticals.

2011 – 2012 **C-SPACE (INTERBRAND)** **BOSTON, MA**
Brand Consultant - Consumer Insights & Brand Strategy (Client: Unilever)

- Led the design, execution, measurement, & synthesis of consumer learning to inform integrated marketing for Personal Care & Food \$bn+ brands: *Dove*, *Vaseline*, *Suave*, *Ben & Jerry’s*, *Hellmann’s*.

summer 2010 **PUBLIC BROADCASTING SERVICE (PBS)** **WASHINGTON, DC**
MBA Strategy Associate - PBS Brand Strategy & Ventures

- Evaluated the pipeline of PBS mobile applications and conducted a review of the digital landscape. Analyzed viewership trends & sized the opportunity and sustainability of long-term revenue models.

summer 2009 **CBS NEWS** **WASHINGTON, DC**
MBA Business Associate - CBS News Weekend Roundup

- Authored, pitched, and produced human interest stories for national broadcast.

2008–2009 **WORLD TEACH, Center for International Development, Harvard University** **ECUADOR**
Team Leader - SECAP (Ecuadorian Literacy Initiative)

- Created literacy curriculum for low socioeconomic provinces. Fluent in Spanish. TEFL certified.

2006-2008 **MERRILL LYNCH AND CO.** **LONDON, UK & NEW YORK, NY**
Financial Analyst - Hedge Fund Marketing & US Equity Sales

- Analyzed market trends and consumer purchasing behavior, conducted stock and technical trade analysis, pitched alpha generating stock ideas to \$5bn+ Hedge Funds. FSA Registered. Series 7 & 63.