**Thomas (Tom) Woodside**

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**Educator and Business Building Leader**

Effective educator, helping graduate and undergraduates explore and master business skills through applied learning. Seasoned, hands-on leader who has generated $2.0 billion in profitable sales growth through multi-unit retail, e-commerce, wholesale, entertainment and packaged goods in B2C/B2B, though a disciplined, integrated approach including insight, analysis, strategy, branding, product development/innovation, integrated marketing, sales and operations, IT and financial management. Strategic, innovative, growth-focused, breakthrough marketer, change agent and skilled leader.

PROFESSIONAL EXPERIENCE

**UNIVERSITY OF MASSACHUSETTS AMHERST, Amherst, MA**

**Lecturer in Marketing** 2023 to present  
 **WESTERN NEW ENGLAND UNIVERSITY COLLEGE OF BUSINESS,** Springfield, MA

**Professional Educator in Management and Marketing** 2016 to 2023

* Full time faculty member teaching variety of MBA/MS and undergraduate courses in Management and Marketing departments.
* Developed partnerships with industry to enable live cases, internships, advanced programming, and funding.
* Provide consulting to Dean and President regarding branding, positioning acquisition and retention strategies.

**CONSULTING and BUSINESS ENGAGMENTS** 2012 to Present

* **Co-Founder and CEO, Flow Mold Casting LLC**, an early stage start-up in partnership with WNEU College of Engineering faculty that developed patented advanced nano-particles to address a multi billion market across multiple industries. National Science Foundation participant.
* Develop growth plans and strategic audits for a variety of start-ups, existing businesses.
* Consult and conduct training on marketing and management projects for companies, non-profits, and Springfield Chamber of Commerce.
* **General Manager, Scent HD.com, EnviroScent,** Atlanta GA**:** Developed and led ScentHD.com, a private equity backed high growth new home fragrance product line generating +125% revenue ($20MM in years 1-2).
* **Interim VP Marketing Communications for Ohio Health, an integrated hospital and healthcare chain in Columbus, OH. Increased revenue by 10%.**

**VITAMIN WORLD,** Holbrook, NY 2013 - 2016

*$250MM, 425 store Omni Channel retail brand, formerly owned by Carlyle Group a global private equity firm.*

**Vice President/CMO Omni Channel**

* Restructured and rebranded stores and ecommerce to “Nutrition From the Source” storytelling positioning and created brand experience flagship stores.
* Developed comprehensive overhaul of go to market strategies and plans leading to retail comp growth +5pts and +20% annual ecommerce with positive ROI.
* Built and led omni-channel team with P&L for retail and ecommerce business.
* Launched new technology platforms including POS, Salesforce CRM, e-Commerce and other critical systems.

**CRABTREE & EVELYN LTD**, Woodstock, CT 2010 - 2013

Global vertically integrated $500MM multi-channel luxury fragrance and lifestyle brand. Recruited by President.

**Vice President/CMO Retail and e-Commerce** (US, Canada, Mexico Licensee)

* Developed, tested and executed complete repositioning of the US brand/stores and established an e-Commerce channel to attract a younger customer resulting in +6 pt. retail comp increase and 25% e-Commerce annual growth. Created new store format to attract younger customers.
* P&L responsibility for retail/outlet, wholesale and e-commerce

**NAMCO LLC, J.H. Whitney & Co. Private Equity,** Manchester, CT 2006 – 2010

*NAMCO LLC is the largest east coast retailer of Home Resort Products; 40 stores, $135 million annual sales.*

**Senior Vice President Marketing - NAMCO LLC**

* Developed marketing strategies and plans leading to 15% sales gain and margin improvement including brand repositioning
* Created insight driven repositioning from seasonal, discount “pool store” to premium “Family Recreation” brand.
* Led innovation/new product development resulting in $50MM incremental sales.

**THE YANKEE CANDLE COMPANY**, South Deerfield, MA 2003 – 2006

*Multi-channel manufacturer of premium scented candles, home fragrance products and accessories via 16,000 wholesale doors, 600 specialty retail stores, and ecommerce/catalog. Sales of over $750MM.*

**Vice President, Chief Marketing Officer** (2004 – 2006)

Reported to President, Led professional staff of 45, call center of 20, and agencies.

**Vice President, Chief Retail Marketing Officer** (2003 – 2004) Recruited from Bath and Body Works

Reported to SVP Retail, Led a professional staff of 36, call center of 20, and marketing agencies.

* Led repositioning from Home Fragrance to Home Fragrance Lifestyle Brand, w/ new retail and flagship concepts.
* Improved retail comp sales +5pts in year one through comprehensive overhaul of marketing.
* Led turn-around of consumer direct business leading to +5% revenue and +28% operating income increase YOY.
* Enhanced portfolio to address gaps in product, design and image and delivered incremental $80MM revenue.

**BATH AND BODY WORKS, LIMITED BRANDS, INC**., Columbus, OH 1997 –2003

*$2.0 billion division of Limited Brands, marketing performance/luxury oriented personal care, candles and home fragrance products through 1600 specialty retail shops in the US. Recruited from Walt Disney Company.*

**Director, Customer Marketing and Loyalty**

Reported to EVP/GMM.

* Developed integrated marketing plans/programs to drive traffic and conversion.
* Created CRM and loyalty strategy and plans, generating $500 million incremental sales.
* Launched catalog and bathandbodyworks.com, now a $500MM e-Commerce channel.
* Build marketing plans and executed programs for “Art Stuff” brand targeted young girls and moms.

**PRIOR EXPERIENCE**

**WALT DISNEY Parks and Resorts, THE WALT DISNEY COMPANY**, Orlando FL

Theme park and vacation division of the Walt Disney Company. Recruited from Kraft Foods.  
**General Manager Magic Kingdom Club and Loyalty Marketing**

Managed a professional team of 28, and agencies.

* Improved profit contribution by $10 million, achieved $5 million of efficiencies through innovative marketing and products, launch of Disneyworld.com, and integrated marketing approach.

**Marketing Manager, Disney** **Vacation Development, Inc.**

Led large marketing team to drive lead generation and sales for complex, highly regulated start-up vacation ownership business.

* Generated $20 million annual revenue (1/5 of total revenue) through new products and integrated approach.

**KRAFT Foods, Inc.,** Glenview, IL

**Manager, Loyalty and Direct Marketing** Other marketing roles prior.

Delivered $30 million incremental volume.

* Created marketing, CRM and loyalty strategies and execution plans, leading to +8% volume for established brands including several “kid targeted” brands.

**EDUCATION**

**MS,** Advertising, University of Illinois, Urbana

**BS,** Communications, University of Wisconsin, Stevens Point