

TOM WOODSIDE

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Educator and Business Building Leader

Effective educator, helping students explore and master marketing 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

UMASS ISENBERG SCHOOL OF MANAGEMENT, Amherst, MA

Lecturer in Marketing

2023 to present

- Full time faculty teaching variety of marketing courses, mentor students, lead and curate Marketing Career Speaker Series, advise ISOM Marketing Club and Minute Man Marketing Group.

WESTERN NEW ENGLAND UNIVERSITY COLLEGE OF BUSINESS, Springfield, MA

Professional Educator in Management and Marketing

2016 to 2023

- Taught variety of undergraduate and MBA/MS courses in Marketing and Management dept's.
- Developed partnerships with industry to enable live cases, internships, advanced programming, and funding.
- Provided consulting to COB Dean and President regarding branding, positioning, acquisition, and retention strategies.

CONSULTING and BUSINESS ENGAGEMENTS

2016 to present

- **Consult to businesses on a variety of assignments – retail, start ups**
- **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 nanoparticles to address a multi-billion market across multiple industries. National Science Foundation business mentor to engineering start up team.
- 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 Company 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 President 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 and Writing, University of Wisconsin