**Thomas dievart**

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**EXECUTIVE SUMMARY**

* Former European professional soccer player. Multiple marathons.
* Results oriented trilingual executive with 15+ years of experience in global marketing, branding and management within consumer lifestyle/sporting goods industries.
* Expert at understanding consumers, turning strategy into action, and action into results.
* Team-builder, active listener, motivational leader, highly-effective within cross-cultural environments.
* Passionate about creating a better and healthier future.

**Expertise**

-Cross Functional Team Management

-Global Branding & Marketing Communications

-Strategic Market Planning, Go-To-Market Strategy

-Consumer Goods / Sporting Goods

-PR/Ad/Com Agency Management

-Direct to Consumer Marketing

-Product Development, Launch & Brand Management

-International Distribution Management

-Market Opportunity Identification & Positioning

-Business Development, Customer Relationship

**Professional Experience**

**Wilson Sporting Goods, Consumer goods 2013 – 2014**

[**Global Marketing Director - Racquet Sports**](https://www.linkedin.com/search?search=&title=Global+Marketing+Director+-+Racquet+Sports+++Wilson+Sporting+Goods+Co%2E&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title)**, Chicago, IL**

Directing the Wilson Racquet Sports global brand, marketing strategies and execution. Managing a global marketing team to ensure effective positioning and execution to support Retail, DTC, Digital and sales.

* Launched Roger Federer’s new racquet. Built social media campaign (#Betterer) and microsite
	+ Grew DTC database to more than 100,000 consumers in less than 4 months.
	+ Sell-in at 55% above forecast.
* Created and executed an extensive global grassroots demo events calendar for 2014-15
	+ More than 300 events globally and sales increase of 20%.
* Built a VIP program for “avid youth” players to convert them into users
	+ 2,000 “influencers” converting to Wilson YTD.
	+ VIP specific sales up $300k. On pace to surpass $1MM YTD.
* Designed target consumer segmentation based on “Where you play” the game, showcasing our holistic understanding of the sport, allowing us to simplify the lines and improving assortment planning and merchandising.
	+ Sell-in +33% YOY.
	+ Launched an e-training platform training solution to educate our sales reps, coaches and KOTF.
* Managing strategic planning of pro athletes appearances and promotional activities, to support specific plans.

**Power Plate International, Global Health & Fitness Manufacturer 2009 – 2013**

**Vice President Product Management / Marketing, Chicago, IL**

Senior executive leading marketing and product management. Managed 10 direct and 15 indirect reports. Created the most profitable (60+margin) and number one product (>50% total revenues).

* Drove and realigned channel sales and marketing focus to eliminate reliance on small number of retail dealers
	+ From 66% of total revenue in 2009 to 41% in 2012 while still posting channel revenue increases of 36% YOY and Gross Margin improvements from 48% to 53% over the period.
* Successfully launched the 7Series integrating a coaching and education software on the machine
	+ Generating more than 50% of total revenues at 60+ margins, via Direct To Consumers’ efforts.
* Introduced PowerTV, a cross-functional training/education web-based portal
	+ Reduced field-training costs ($800k saved year 1), while providing effective demo and training tools.
* Introduced “Brand Global/Activate Local”, campaign was recognized as “Cool Brand” award winner in the UK. North America revenues increased by +56% while over regions enjoyed double digit growth.

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**Star Trac Fitness. Global Fitness Manufacturer 2007 – 2009**

**International Market Manager, Irvine, CA**

Marketing executive heading global product and marketing initiatives. Managed 10 direct reports.

Recognized for driving a market share increase of 10% & revenue progression of $40M globally.

* Managed fitness tracking experts training and selling the e-Fitness System technology. Created and managed the international launch of Nike+ and the E-Series line.
	+ Sold a $10M European key account using the system.
* Led strategic planning, development and implementation of an eLearning solution delivering Marketing Communications and product knowledge.
	+ Grew network of subscribers to 300 in 4 months that resulted in budget allocation to develop a state of the art learning management system.
* Chaired global marketing & promotional activity, sales channel opportunities & competitive analysis.
	+ Led product Pricing/Positioning in each market and reorganized global ASP/Margin reporting.
* Managed all Spinning apparel channels in the department including design, inventory, buying and planning.
* Directed the development and implementation of new frame merchandising strategy resulting in consistent product presentation across all stores and increased ease of customer shopping process by 15%.

**COSMED USA, INC. Global Health & Fitness Manufacturer 2002 – 2007**

**Managing Director – The Americas, Chicago, IL**

Managed full P&L responsibilities for the leader in the Sports Performance/Medical Diagnostics/ Rehabilitation market. Managed 10 direct and 2 indirect reports.

* Analyzed operating factors and established KBD and KPI. Developed the strategy and direction of the company.
	+ Grew business from $800K to $20M
* Led business development activities increasing exposure of our brand leading to product placement:
	+ NBC’s The Biggest Loser, Gatorade commercials and partnership with Life Fitness, USA Soccer.
* Developed The Fitmate, designed to answer the demand for weight management and physical assessments.
* Blueprinted the company first mail promotion resulting in revenue increase of $250,000.

**Education and Professional Development**

* M.B.A, University of Kansas, Lawrence, Kansas. Majors: Finance and International Marketing, 1999
* B.S., Marketing & Economics, Université Panthéon-Assas, Paris, France, 1997
* NSCA-CSCS, National Strength & Conditioning Association, Certified Strength and Conditioning Coach, 2006
* The Instituto Cervantes Chicago. Advanced Spanish. 2002

**Memberships and Other Interests**

* Soccer: Drafted by LOSC, professional French soccer team in Lille, France (Ligue 1, Champions League).
* 7-time marathon finisher.
* 2014 Bank of America Chicago Marathon, volunteer.
* Adjunct Professor of Management, AEMM Department, Columbia College, Chicago, Illinois. Fall 2012.
* Founder & Editor-in-Chief of Total Football Fans, [www.totalfootballfans.com](http://www.totalfootballfans.com).
* Trilingual/Multicultural-English/French/Spanish