



Michelle Stacy

Growth - Innovation - Consumer Marketing

Executive with 30 years of success building strong brands at Gillette, P&G and Keurig. Strong skill set in innovation to develop new products and strategies. Consistently identifies strategies to successfully build top line growth. Former President of Keurig with direct operating responsibility for all aspects of the business. Currently focused on Board Assignments with growth companies.

Vision and Strategy Capacity to create forward thinking vision/strategy and translate to executable plans.

Top Line Growth Drove growth at Gillette, P&G and Keurig by identifying strategies that leverage the combination of product innovation, consumer insights, acquisition, e-commerce/social media, brand building, and overall excellence in marketing and sales execution.

Marketing Expertise Proven ability to build global brands by understanding the consumer, using measurable marketing tools and building brand identity.

Operational Excellence Leadership experience across all functional areas including manufacturing, R&D, procurement, distribution and IT. Significant expertise building businesses in international markets.

Organization & Culture Developed a positive and focused working environment with high employee engagement.

BOARD EXPERIENCE

Audit and Compensation 2013 – Present

iROBOT CORP, (NASDAQ: IRBT) Consumer Robotics. 2014-Present. NACD 2018 Public Company Board of the Year.

Bellwether Coffee Zero Emission Coffee roasting for the coffee shop market. 2021 – present

Zesty Paws Advisory Board Pet Supplement business. 2021-Present

Adventure Ready Brands Advisory Board 2021-present

Flex Pharma Inc. (FLKS) Early Stage Bio Tech company. 2016-2018.

Coravin Inc CPG start-up with a wine access device. Lead Executive Director. 2014 –2020.

Hydracial Inc. Instant and long-lasting facial treatment. Owned by Linden LLC. 2018– 2020. Acquired by Vesper Inc.

Young Innovations Inc. Manufacturer of Dental Care supplies. Owned by Linden LLC. 2014-2017.

Tervis Tumbler Co Family owned manufacturer of insulated plastic glassware. Sept '13-Sept. '15.

INNOVATION ADVISOR

- Harvard Innovation Labs
- Eargo
- Credentis
- Joylux – Vfit

BUSINESS EXPERIENCE

Keurig Inc: President: 2008-2013: (NASDAQ:GMCR)

Built capabilities to scale organization to support Keurig's 60% CAGR from 2008-2013.

- **Marketing/Innovation** Transformed the way consumers drink coffee. Made Keurig the #1 coffeemaker for 32 consecutive months.
- **Partnerships** Identified, negotiated, and managed unique partnerships with Dunkin Donuts, Starbucks, and Folgers.
- **Digital and Social** Built Web and ecommerce platform to identify and connect with 50% of Keurig users.
- **Sales** Developed multi-channel sales strategy.
- **Organization** Top ten place to work in MA. Expanded talent from 200 to >500 employees.
- **Infrastructure** Diversified contract manufacturing in Asia. Established Six Sigma.

Procter & Gamble and The Gillette Co: 1982-2007

Built strong businesses for Gillette in Personal Care, Blades and Razors, Fine Writing Instruments, and Oral Care. Significant roles in both Global Business Management and North American Commercial Operations.

- Vice President of North America Marketing: Launched Mach3 and Marketing for all Blades and Razors and Personal Care products.
- Global VP of Oral-B: Launched the CrossAction and Stages products and achieved 20 points of value share growth.
- VP and General Manager of Professional Oral Care for Crest and Oral-B with Sales, Marketing and Operations in over 70 countries.

EDUCATION

J.L.Kellogg Graduate School of Business – Northwestern University: MM

Dartmouth College: BA