

# CHERA M. GIBB, MBA

## CHIEF MARKETING OFFICER | MARKETING & COMMUNICATIONS EXECUTIVE

P&L to \$30M P&L | Teams to 70 | 20 Brands & Products | Multibillion-Dollar Global Organizations

Target Industries: PE-Backed / Public / Private— Powersports, Industrial & Electrical Products, Outdoor Power Equipment

*Global marketing and sales executive with 20+ years of impactful leadership for world-renowned manufacturing and industrial operations leaders.*

**Chief Marketing Officer** with expertise spanning the full value chain from product innovation and GTM strategy to brand development, multi-channel marketing, full-spectrum communications, and M&A leadership. **Business growth catalyst** with history of delivering multimillion-dollar revenue gains through scalable marketing strategies. **Transformational leader** recruited by Textron Inc., BRP Inc., and Arrowhead Engineered Products; frequently promoted for driving change with great agility and speed. **Status-quo-challenger** with proven playbook for integrating lean processes, reducing costs, and increasing efficiency by leveraging digitally-forward platforms, centralized global and regional strategies, and marketing programs to capture market share and drive growth. **Energizing builder** of high-caliber performance-driven marketing teams.

### ► LEADERSHIP IMPACT & VALUE HIGHLIGHTS

Global -Brand  
Visionary Strategist

Marketing  
Transformation  
Leader

Brand & Digital  
Marketing Architect

Industry Thought  
Leader

#### ► EXECUTIVE CAREER SNAPSHOT

**Arrowhead Engineered Products**  
2021–2023

Chief Marketing Officer  
SVP Marketing & Communications  
VP Marketing

**BRP (Powersports Division)**  
2018–2021

Global Manager, Tier3 Dealer Digital  
Marketing & Global Retail Operations

**Textron Inc.**  
2000–2018

Director, Marketing & Strategy, Textron  
Specialized Vehicles

General Manager, Bell Helicopter  
VP & General Manager, Greenlee/  
Rothenberger, USA

Multiple Sales & Marketing Leadership  
Roles, Greenlee/Rothenberger

#### ► CORE LEADERSHIP SKILLS

- P&L Ownership / Financial Stewardship
- Brand Development
- Customer Acquisition & Retention
- Digital Sales & Marketing Solutions, Strategies, and Implementation
- Global Marketing Strategies
- Global Team Leadership
- Go-to-Market Strategy
- Market Intelligence & Data Analytics
- Multi-Channel Marketing
- Media / Press Relations
- Portfolio Optimization

**Business Growth:** Supported and fueled growth of PE-backed company from \$6M to \$1.5B by transforming marketing organization from fragmented to high-performing multibillion-dollar omni-channel marketing organization, achieved by elevating people, processes, and programs.

**Business Transformation:** Restructured and refocused fragmented underperforming marketing organizations by elevating talent and skills, streamlining processes, and building a scalable marketing infrastructure. Breathed life into old, stodgy brands and introduced omni-channel communication and high-touch digital solutions.

**M&A Integration:** Supported exponential growth of global parts distributor— from \$600 to 1.5B in 2 years—through effective and prudent integration of people and processes. Participated in onboarding five (5) acquisitions, including 2 in Europe. Served as integration leader for Textron, merging 19 acquired businesses. Identified acquisition targets in Europe, China, and Taiwan.

**Brand Strategy and Architecture:** Developed strategy and provided marketing roadmap for 20+ brands across 3 business segments. Established a monolithic brand strategy, rationalized the brands, and reduced legal spend by \$1M—the new brand treatment extended to packaging, print media, and literature.

**Digital Marketing:** Conceived and launched Dealers Marketing Solutions, a self-funded digital marketing program providing dealers with turnkey solutions below market rates; this program generated \$2M in revenue, with 50% of dealers enrolled in 1 or more turnkey solutions.

**High-Performance Sales Teams:** Gained US market share and brand recognition for German plumbing and heating equipment distributor, increased consumable sales 30% and existing retail sales 25%+. Held sales line responsibilities for \$40M+ in combined Sales leadership roles.

**Recognized Thought Leader:** Panel Speaker, 2023 AIMExpo. Key Speaker at 2022 OPE Expo and Powersports Forum. Top 100 Women in Powersports in 2022 by Dealer News.

## ► 20+ YEAR EXECUTIVE CAREER HIGHLIGHTS & LEADERSHIP IMPACT

### ARROWHEAD ENGINEERED PRODUCTS ★ HQ Boise, ID ★ 2021–2023

**\$1.5B Revenue | 1.2K Employees** | A global distributor of rotating electrical parts and components for agriculture, construction, truck, automotive, marine and power sports vehicles, owned primarily by PE firm Genstar Capital. Arrowhead grew from \$600M to \$1.5B through acquisition in 2 years.

#### Chief Marketing Officer (2023) | SVP Marketing & Communications (2022) | VP Marketing (2021)

Oversight: \$30M Global P&L | 60 Direct Reports | 20 Brands | Global Team

Hired as VP of Marketing, and in quick succession, promoted to SVP Marketing & Communications, followed by promotion to CMO. Transformed PE's marketing organization from fragmented to high-performing multibillion-dollar omni-channel revenue engine, playing a key role in acquisition integration and exponential revenue growth from \$600M to \$1.5B.

**IMPACT:** Set the stage and transformed disparate marketing groups into a cohesive global, omni-channel engine, propelling company's revenue growth from millions to multibillions.

- ✓ Established marketing as a strategic business partner necessary to achieve revenue and EBITA targets by activating transformational initiatives within first 90 days.
- ✓ Developed investment strategy for \$30M global budget with multi-touch, collaborative budget process involving sales, product management, and finance; conducted monthly P&L reviews.
- ✓ Reduced global marketing spend by \$4M (20%) while implementing a scalable process and framework.
  - Outsourced repetitive photography processes, resulting in \$3M impact on EBITA.
  - Streamlined pro-athlete event and sponsorship process resulting in a \$2M reduction in spending.
- ✓ Drove strategy and implementation for Arrowhead's corporate brands, global product brands, and intellectual property for 20 owned brands.
- ✓ Increased Arrowhead's LinkedIn followers by 280%, increased page views by 75%, and dropped corporate site views by 60%.

### BRP INC. (NASDAQ DOOO) ★ HQ Quebec, Canada ★ 2018–2021

**\$5B Revenue | 10.5K Employees** | Global leader in powersports products, propulsion systems, and boats with extensive international portfolio of brands, including Ski-Doo and Lynx snowmobiles. Owned by investors' group consisting of Bain Capital, the Bombardier-Beaudoin family, and the Caisse de dépôt et placement du Québec.

#### Global Manager, Tier3 Dealer Digital Marketing & Global Retail Operations

##### BRP Powersports Division ★ Plano, TX

Oversight: \$20M CO-OP Spend | \$2.5M P&L | \$30M Global Budget | 60 Direct Reports | Global Teams

Hired to accelerate the building and rolling out of digital marketing strategies for dealership clients across BRP's global enterprise. Secured funding, set up the dealer interface, and started a scaling process.

**IMPACT:** Established and fortified retail-readiness processes and developed long-term vision with underlying digital-marketing infrastructure; also maximized revenue generated from retail sales.

- ✓ Maximized retail revenue by facilitating creation and implementation of a retail readiness process, ensuring delivery of new products to dealers.
- ✓ Launched a self-funded Dealer Marketing Solutions program, enabling access to funding dollars 6 months prior to budget approval. Achieved an 80% adoption rate by BRP dealers after launching brand immersion landing page designed to immerse the consumer in BRP brands.
- ✓ Grew and supported region's \$20M CO-OP global spend by establishing KPIs to ensure adoption, usage, and digital spend while optimizing portal users' experience.

### TEXTRON INC. (NYSE: TXT) ★ Providence, RI | 2000–2018

**\$12.9B Revenue | 34K Employees | 25 Countries** | American industrial conglomerate and Fortune 500 company. Parent company to Textron Specialized Vehicles, Bell Helicopter, Greenlee, and JV Rothenberger.

#### TEXTRON SPECIALIZED VEHICLES ★ Augusta, GA (2015–2018)

**\$250M Revenue | 1.2K Employees** | Subsidiary operating within Textron's industrial segment, offering a diverse portfolio of specialized vehicles for commercial and recreational purposes and customization options for customer-specific requirements. Also, provide specialized vehicles such as ambulances and security vehicles.

## ► CAREER HIGHLIGHTS *continued*

### Director of Marketing & Strategy (Aftermarket) (2016–2018)

Oversight: \$3M P&L | 8 Direct / 12 Indirect Reports | 7 Brands

*Devised and implemented global strategic planning and marketing leadership to drive margin improvement, increase sales, coach and develop talent, and evolve process discipline. Led product development, brand and channel marketing, graphic design, and merchandising for 7 brands with full P&L ownership.*

**IMPACT:** Fueled \$6M in annual revenue growth and implemented a gated process to focus on key category drivers with new dashboards for tracking goals and performance.

- ✓ Garnered ~\$2M (5%) in new product growth in 2017 by creating and implementing Sales & Marketing Overdrive Plan, a novel program rewarding dealers for growth and loyalty.
- ✓ Supported launch of Total Access Parts, an online ordering portal. Optimized online experience for part ordering, resulting in 59% average open rate, 23% average CTR, and 76% read rate.
- ✓ Drove post-acquisition integration activities for newly acquired Arctic Cat business by accessing customer-facing policies, evaluating acquired talent, and determining aftermarket marketing organizational structure.

### Direct Branch Integration Manager (2015–2016)

Oversight: \$3M P&L | 3 Direct / 30 Indirect Reports |

*Developed standardized processes, addressed organizational structure improvements, and improved customer experience for Jacobson stores across sales, service, and parts.*

**IMPACT:** Integrated 19 locations throughout the southern US. Ensured consistency as Jacobsen transitioned in some markets to direct-sales model from traditional distribution model.

- ✓ Reduced inventory 15% over 6 months, compressed physical footprint by 15%, and maximized productivity with fewer people.

### BELL HELICOPTER (A Textron Company), HQ Fort Worth, TX (2013–2015)

*\$4-6B Revenue | 14K Employees | American aerospace manufacturer of military rotorcraft and commercial helicopters.*

#### General Manager and Business Efficiency Leader

Oversight: \$1.5M Budget | 6 Direct / 8 Indirect Reports

*Served as Interim General Manager of McTurbine, an engine repair/overhaul facility. Provided end-to-end strategic planning for aftermarket support and service focused on sales and marketing improvement initiatives.*

**IMPACT:** Implemented key performance indicators, led a Honeywell engine repair line setup and created an organizational platform to support increased sales growth.

- ✓ Decreased freight spending 20% by utilizing Lean principles to identify root causes and create action plan.
- ✓ Led sales restructuring efforts, including assignment of a dedicated resource for most profitable markets.
- ✓ Developed integrated process for forecasting and provisioning new aircraft spare parts.

## ► EARLIER ROLES

### GREENLEE (A TEXTRON COMPANY) / ROTHENBERGER USA, Rockford, IL | 2000–2013

Vice President & General Manager (2010–2013)

Director, North American Utility Sales (2010)

Regional Sales Manager – Midwest (2008–2010)

Director of Marketing (2006–2008)

Senior Product Manager (2000 – 2006)

## ► EDUCATION, CERTIFICATION & AFFILIATIONS

Master of Business Administration (MBA) – Global Management | University of Phoenix

Bachelor of Science (BS) | University of Wisconsin-Whitewater

Six Sigma Certified – Blackbelt & Greenbelt

Honoree - Top 100 Women in Powersports (2022)

Committee Member - Motorcycle Industry Council (MIC) (2021- 2023)

Board Member – Susan Olson Center for Hope, Rockford, IL (2011 – 2013)