



GARY GASTEL

CHIEF MARKETING & DIGITAL OFFICER | B2C | B2B | P&L

CONTACT



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Atlanta, GA

EDUCATION

COLUMBIA UNIVERSITY

Executive / Digital Marketing

GEORGETOWN UNIVERSITY

MBA General Management

UNIVERSITY OF MIAMI

BBA - Finance

PUBLICATIONS

Today Show - Medium - Fast
Company- Adweek - Adage -
Guinness - Atlanta Business
Chronicle

TOP SKILLS

eCommerce - Amazon, Shopify
Walmart.com - Digital Marketing
(SEO/SEM) - Product
Management - Innovation -
Integrated Marketing -
Team Building - Brand Strategy

OTHER

Spanish (native fluency) - Car
enthusiast - Guitar player -
Bundesliga fan

PROFILE

Entrepreneurial, fast paced, multi-cultural executive with a unique career track (finance, consulting, eCommerce, digital marketing). Led 3 successful turnarounds of mature businesses, improving Net Rev, EBITDA, and \$ Share. Built eCommerce & digital marketing capabilities, including profitable and growing online businesses (Amazon, Shopify, etc.). Expertise in accelerating and scaling innovation, leveraging "lean" principles.

EXPERIENCE

ZEP INC | CHIEF MARKETING & DIGITAL OFFICER (P&L) | Atlanta, GA | 2017-PRESENT

\$800M business in the B2B and B2C cleaning space www.zep.com

Chief Marketing & Digital Officer / 2019 – Present - VP/SVP Marketing / 2017 - 2019

- Leading a team of 30+ in product management, eCommerce & Digital marketing, corporate communications, and channel marketing, across B2B and B2C.
- Oversaw marketing during Zep's best performing year in history with improved brand awareness from 18% to 38% and Net Revenue growth of +300%.
- Launched Zep's eCommerce business unit and built it into a profitable, \$12M+ business and Zep's highest growing business segment. This included establishing the first Amazon business (FBA/FBM), as well as direct website via Shopify.
- Simplified the company's New Product Development process and developed Zep's brand position and strategy in retail channel. This included executing a full packaging restage that delivered a consistent brand look. Accelerated product innovation and vitality.

GEORGIA-PACIFIC | BRAND & GENERAL MANAGEMENT (P&L) | Atlanta, GA | 2010-2017

\$6B Consumer Products groups www.gp.com

Brand Director / Sr. Director, **Brawny Towels** & New Ventures, **Dixie Tableware**/ 2010 - 2017

- Responsibility for all of branded towels (over \$1B) including **Brawny** & **Sparkle**.
- Led team that transformed Brawny business by overhauling every brand touchpoint, reversing 10+ year declines in 1.5 years. Took the brand from risk of discontinuation to highest growing brand. (+20% Net Revenue and +32% EBITDA).
- Doubled eCommerce portfolio, growing profits by 300% in 2 years, leveraging Amazon channel as an innovation incubator.
- Simplified SKU portfolio, delivering 20% variable COGS reduction.

BAYER CONSUMER HEALTH | BRAND & GLOBAL MARKETING | Morristown, NJ |2004-2009

Brand Management roles (P&L) **Aleve**, **Aspirin**, **Flintstones**, **One-A-Day** / 2003-2009

- Led global advertising of analgesics among emerging markets (Brazil, Poland, Mexico).
- Launched Flintstones Gummies, first innovation in the franchise since 1982
- Expanded growth of Aleve, 8%+ household penetration and increasing trial by 18pts.
- Championed award winning campaigns with above norm recall and persuasion.
- Led Sports Marketing program with ESPN/ABC Sports, which included Aleve's first-ever NFL Super Bowl commercial, yielding 8% incremental sales growth.

OTHER:

MILLER BREWING COMPANY - MBA Brand Intern / 2012 - **ACCENTURE** - Experienced Consultant, Financial Services / 1997 - 2000 - **CONTEXT.COM** - Management Consultant / 2000-2001 - **ONECARE/EVERCARE** - Marketing Category Director / 2009 - 2010

