

## Carolmarie C. Brown

**Summary:**

- Business executive and innovative, focused marketer with 30+ years proven success in:
- Marketing, Communications, Issues Management, Public Relations
- Brand management, equity, volume, margin growth and licensing
- New business development, new product introductions and sales
- Consumer-, ingredient- and industrial- marketing

**Strengths:**

- Highly valued communicator and consensus builder
- Exceptional degree of personal motivation
- Visionary creative thinker and team builder
- Strategic planner, decision maker, results oriented
- Creative direction and storytelling narratives aligned with growth strategies

**Awards:**

- REBRAND® 100 Global Awards Distinction Winner for brand transformation, 2018
- Ashland Chairman's Award, 2017
- DuPont Corporate Marketing Excellence Award, 2007
- DuPont Corporate Sustainability Award, 2007
- "Business Newsmaker," *Giftware Business Magazine*, 1999
- Best New Product, *Retail Packaging Manufacturers Association*, 1999

**Certifications:** Certified Six Sigma Black Belt

### **December 2022 – Present**

**Vice President Corporate Affairs, Global Marketing, Brand and Business Communications, Ashland**

### **January 2020 – December 2022**

**Senior Director Corporate Affairs, Global Marketing, Brand and Business Communications, Ashland**

Member of Extended Executive Leadership Team (EEC). Strategic leader and counselor to the CEO and Executive Leadership.

Responsible to determine and drive the corporate affairs / communications strategy and plans including ESG throughout the global organization and for functional high-level oversight of marketing, communications, and cross-business unit priorities, aligning resources and activities for maximum effectiveness and efficiency.

Responsible for the Ashland brand, to grow global market presence, brand image and reputation, and to mobilize the global organization.

Leader of corporate media relations including investor communications and issues and crisis management.

Public Information Officer, Global Incident Management Team.

Executive sponsor for digital strategy and assets to raise brand awareness, collaborate on marketing campaigns and enable success of the sales team. Enabler for digital activation projects, and measurement of efficiency and effectiveness of channels.

Leader of the global, cross-functional marketing communications team supporting business unit objectives.

Responsible for employee communications including oversight to deliver corporate culture and business strategy narrative and global Town Halls.

Executive sponsor responsible for Ashland's Social / philanthropic initiatives relative to science, technology, engineering and math (STEM).

Board member, Delaware Foundation for Science, Mathematics and Engineering (DFSME).

#### **July 2019 – January 2020**

##### **Senior Director, Global Marketing, Brand and Business Communications, Ashland**

Strategic communications counselor to executive, business and functional leadership.

Leader of Policy Deployment initiative to upgrade the customer experience (CX), increase sales opportunities and grow global market presence and brand equity through expanded digital initiatives and facilitated customer access.

Member Corporate Sustainability Council. Responsible to steer the organization towards a more sustainable future through sound, ethical, and legal governance and financial management policies.

Leader of a passionate, talented, global marketing and communications organization of solvers.

Responsible to continue strengthening brand reputation and mobilizing the global organization around the brand.

Strategic marketing counselor for Ashland's Health, Wellness and Nutraceuticals business to drive awareness and increase market share.

#### **October 2013 – July 2019**

##### **Director, Global Marketing, Brand and Business Communications, Ashland**

Strategic communications counselor to the CEO, executive and business leadership. Business, brand and marketing communications leader across the commercial enterprise.

Responsible to establish and grow global market presence, brand image and reputation, and to mobilize the global organization around the brand.

Leader of the evolution of the Ashland corporate brand strategy, new positioning and creative identity, post-IPO of Valvoline. The portfolio of work won a REBRAND® 100 Award of Distinction in 2018, and an Ashland Chairman's Award in 2017.

<https://rebrand.com/distinction-ashland/> and [ashland.com/rebrand](http://ashland.com/rebrand)

New brand strategy and identity is based on a deep study of Ashland's remarkable "solver" culture, quantitative research that identified key customer needs and perceptions, and Ashland's clear strategic focus on operations.

Driver of the creative vision to be disruptive and challenge the industrial look of the category and to project Ashland's distinct, passionate and tenacious approach to practical, innovative and elegant solutions to customers' complex problems in applied chemistry. Reconsidered and recast every touch-point to support the brand strategy and elevate customer, employee, and investor experiences. Proprietary prints play a central role and transform the most mundane surfaces into vibrant branded billboards. Clarified brand voice and visual identity to be clear, strong and persuasive.

Leader of global, cross-functional communications team and external agency resources to deliver integrated strategy and related plans across the commercial enterprise: pharmaceuticals, personal care, health and wellness, paints and coatings, packaging adhesives, labels, composites, industrial chemicals, more. Elevated the standard of communications consistency and effectiveness.

Leader of complex change management to improve digital and traditional marketing and communications organization and effectiveness, and optimize strategic objectives and goals.

Core member, Communications and Chemicals Group leadership teams.

#### **January 2006 – October 2013**

##### **Global Communications Manager, DuPont Fluoropolymers, Teflon® Brand**

Interface with business leaders to create global, strategic communications programs for multi-regional, multi-functional business and communications teams. Focus on Teflon® brand. Communications leader on strategic steering and corporate issues / crisis

management teams.

Leader of cross functional teams for development and execution of integrated marketing communications programs to align with strategic business plans to drive growth, and brand health. Personal style developed, motivated, and guided teams to successfully achieve objectives. Promotion for Teflon® brand licensee achieved 70% retail sales lift.

Principle point of contact with agencies to create new campaigns including positioning, messaging and visual identity for re-launch of the Teflon® brand. Developed hard-hitting brand defense and anti-generic program to work across traditional and digital media.

Paid search campaign interrupted competitive online searches to drive 20,000 visitors / month to Teflon® brand website.

Created sales promotion for Teflon® brand licensee at Advance Auto Parts; a percentage of the proceeds benefitted the Jeff Gordon Children's Foundation.

Effectively led risk management and scenario planning to manage public affairs issues over the passing of time. Minimized and neutralized negative media stories and public opinion, using scientific facts to affect balanced reporting.

Effectively allocated budgets across the marketing mix to measurably link to business strategy and proven results. Analyzed and adjusted budgets as required.

#### **May 2005 – January 2006**

##### **Communications Leader, Safety & Protection, DuPont**

Leader for Garden Fair team to launch GreenVista™ lawn and garden products. Developed messaging and marketing materials for annual show at Winterthur Gardens.

Led a cause marketing team and developed a philanthropic program for the Corian® surfaces business. Created sustainability program to utilize discontinued product for the Greater West Town Community Development and World Vision / The Storehouse in Chicago.

**May 2004 – March 2005 INVISTA, WILMINGTON, DE** *World's largest integrated fibers, resins, and intermediates company. (INVISTA was bought by Koch Industries from DuPont in May, 2004. I maintained the position I held below).*

#### **2001 – May 2004**

##### **Marketing Manager, North America, INVISTA (A DuPont wholly owned subsidiary)**

Extended STAINMASTER® brand from carpet to \$24B upholstered furniture market. Developed and implemented unique business model inclusive of product and servicing of retail accounts to capture 20% retail sales value.

Negotiated contracts and managed value chain partners: Berkshire Hathaway, La-Z-Boy, numerous textile mills.

Directed external agencies for market research, strategic plans and creative execution.

Developed and executed retail sales training program inclusive of incentives.

#### **1997 – 2001**

##### **Consumer Packaging Manager, DuPont™ Tyvek® Sendables®**

Established Sendables® gift packaging business following analysis of gift and stationery markets. Established global positioning, brand architecture, comprehensive product offering, pricing strategy, and distribution network including master distributor and 500 regional distributors and licensees.

Developed design competition and marketing program to generate consumer awareness and revenue. Developed philanthropic program with beneficiary, Elton John AIDS Foundation.

#### **1995 – 1997**

##### **Market Development Sales Manager, DuPont™ Liquid Packaging Systems**

Grew sales volume by 80% in Northeast corridor via direct contact with dairy and beverage manufacturers and educational

facilities. Doubled sales volume for milk and juice pouch products in New York State.

**1992 – 1995**

**Public Relations Manager, DuPont™ Corian® Surfaces**

Global “gate keeper” for the Corian® brand. Developed domestic and international strategic public relations programs. Managed public affairs issues; re-launched well established, 25-year old consumer brand. Supervised global communications team and 3 agencies.

**1992 – 1993**

**Communications Consultant, DuPont™ Teflon® Nonstick Coatings**

Introduced new and improved 5-brand DuPont Teflon® finishes product portfolio for cookware. Program included in-store promotions, radio campaign, media tours, and tradeshow. Managed QVC appearances by author and chronicler, Gail Greco.

**1988 – 1992**

**Product Publicity Manager, DuPont Packaging**

Developed international, strategic product publicity and marketing communications plans, executed tactics.

Managed DuPont Awards competition for industry innovations in plastics packaging. Responsible for newsletters, tradeshow, executive speeches, press events, brochures, public relations. Successfully convinced management to add an environmental category to DuPont Awards competition. Category embraced by industry. Video news release generated more than 500 stories.

**1988 – 1988**

**Copy Supervisor, Strawbridge & Clothier, Philadelphia, Pennsylvania**

Interface with Strawbridge Family Executives and Department Heads, planned and coordinated weekly advertising schedule for Tri-State Department Store. Copywriter for Young Contemporary and Fragrance Departments; Editor for apparel departments.

**1987 – 1988**

**Account Executive, Coriell & Company, Palmyra, New Jersey**

Principal point of contact with client marketing and sales force for strategic communications plans. Responsible for co-op radio, television, outdoor advertising and in-store promotions as well as copy writing, traffic and production.

Clients: Kraft Dairy Group, Dow Consumer Products.

**1985 – 1987, WICB TV, Ithaca, New York Executive Producer**

Member executive staff; produced 12 television specials. Located producers, directors, crews and talent. Operations manager, camera person, film/ video editor. On-camera talent.

**Education: ITHACA COLLEGE, Ithaca, New York, May 1987**

Bachelor of Science

*Major:* Television / Radio Communications

Concentration: Advertising / Public Relations

Bachelor of Arts

*Major:* English Literature

GPA 3.75 (Cum Laude)

**Previous Board of Directors Positions:**

Delaware Humane Association

Little Sisters of the Poor

**Volunteer:**

Saint Anthony of Padua PREP Teacher

Delaware Humane Association, Forgotten Cats