

# JOHN K. SANFACON

2415 Walhala Dr  
N Chesterfield, VA 23236

jks.exec@gmail.com

---

## CAREER SUMMARY

Global Division President/General Manager, Chief Marketing and Innovation Officer, Business Owner/Entrepreneur in the Food Service, Home Service, Automotive Service, and Packaging Industries. Consistently delivered positive results for over 30 years in both B2C and B2B environments. Experienced in - P&L, Marketing (digital/social/traditional/CRM), and Sales Management multi-unit, multi-manufacturing operations, and franchise systems from the following organizations - General Mills/Olive Garden, Pepsico/Pizza Hut, Shell/Jiffy Lube, McDonalds, Denny's and MeadWestvaco. Established successful track record of business strategy/brand architecture development and building high performing teams that delivered profitable growth.

## PROFESSIONAL EXPERIENCE

### **ACJ Home Services/Maid Right of Richmond VA** **2016-Present**

Owner/President/Master Franchisor

Franchise owner and developer of Maid Right of Richmond, a house cleaning service provider. Responsible for all marketing, operations and general administration. Have built the company from the ground up and currently have 6 franchise teams and 3 employee based teams generating over \$70K in monthly revenue, yielding over 20% profit.

### **JK Sanfacon and Associates Richmond, VA** **2014-2016**

Marketing and Business Development Consultant engaged as a business development agent for a digital marketing and technology services company, where I was responsible for creating a food service vertical, focused on supporting Marketing and IT data systems to build/enhance digital and social marketing capability (big data, insights driven one to one marketing). Additionally, consulted for the packaging and food service industries post the expiration of my one year non-compete

### **MeadWestvaco (MWV) Richmond, VA – a \$5.5 Billion Global Packaging Company** **2010-2014** **President Food Service Division**

Reported to corporate EVP. Broad general management (P&L) responsibilities leading all aspects of \$180+ million global Food Service business including sales, business development, marketing, innovation, supply chain, finance, manufacturing operations and human resources. Served on operating council leadership group responsible for driving execution and defining direction across the MWV enterprise.

- Responsible for growing revenue by over 11% and EBIT by over 7% in the first two years.
- Managed business through major crisis with loss of key customer due to change of ownership (\$60 million impact) in third year. Within 8 months of crisis, had business recovered to historic volume/profitability levels, on pace to deliver \$240 million with positive EP results in 2014.
- Built team from 10 employees to 25 with an additional 70+ matrix staff. Established dedicated marketing, innovation capability and global sales force. Successfully defined and executed brand strategy to support pipeline development and profitable revenue growth.
- Diversified business/expanded customer base to increase global presence from 10% to over 20% international sales revenue. Expanded product portfolio via innovation with three new products commercially launched yielding over \$40 million in profitable revenue in two years.
- Developed, tested and commercially launched, five additional core product line innovations further expanding the offering by over \$10 million in 2014 with 3 year growth expectations to exceed \$100million.
- Developed three packaging solution innovations (Paper Lids, Insulated Cup and full life cycle cookable container), Paper Lids to be commercially tested with major global coffee chain in Q1 2015, Insulated Cup in test with major global C-store in 2015, cookable container still in development. Revenue growth for all three innovations expected to exceed \$150 million within 3 years, with each innovation having over \$100 million revenue potential within 5-7 years.

**Royal Dutch Shell/ Jiffy Lube Int.** Houston, TX

2008-2010

\$1.4 Billion Automotive Preventive Maintenance company with over 2000 franchised locations

**Chief Marketing and Innovations Officer Jiffy Lube // Manager Marketing and Innovation Shell Global Fast Lubes**

Report to President of Jiffy Lube. Responsible for all aspects of Jiffy Lube marketing, customer experience and innovation, inclusive of brand management, retail/field marketing, public relations, advertising/media (social/digital and traditional), direct marketing/CRM, consumer insights and product and service innovations. Direct the activities of twenty marketing and innovation (project management and technical) professionals.

- Launched national Jiffy Lube Rewards (CRM) program (i.e. loyalty) yielding \$10M net incremental sales versus prior year in the program's first 9 months. Enrolled over 5 million customers, capturing over 1 million email addresses all to be leveraged via our direct marketing platform.
- Created, launched 2 new ad campaigns to expand Jiffy Lube's credibility beyond just an oil change. Re-launched Signature Service Oil Change as platform to expand to other services. Worked with franchisees to test/evaluate historic marketing mix to better leverage digital, direct marketing and social media tools. Re-designed and launched Jiffy Lube website to be more interactive and informative and established platform for future on-line interface with customers (inclusive of online ordering capability of their vehicle service history and other services.)
- Launched Maintenance Partners for Life Promotion (in partnership with the American Heart Association), raising over \$2.4 million for the charity over two years. Program increased customer retention levels by one-third over traditional tactics and increased ticket average by 35%. Utilized PR to enlist bloggers and created Facebook following which exceeded expectations.
- Implemented concept development (stage-gate) process and category management discipline that identified/prioritized innovation pipeline.

**DENNY'S INC.,** Spartanburg, SC

2007 - 2008

\$2.4Billion family dining, full service restaurant company with over 1500 locations (80% franchised).

**Chief Marketing Officer (Interim)**

July 2007 - September 2008

- Managed a \$72M marketing budget (over \$52 million in media spend), developed and managed 2008 marketing calendar, and led marketing staff of 32 professionals comprised of brand advertising (social/digital and traditional), media and merchandising, public relations, product marketing, promotions, consumer insights, product development and field marketing.
- Conceived and launched a modernized brand icon, "Build Your Own Grand Slam" which exceeded expected deliverables by over 40% and became most profitable entre on the menu.
- Doubled takeout sales, one-third being incremental, through new program introduction.
- Directed strategy and creative development of "Real Breakfast" campaign through Hispanic and General Market agencies. New campaign generated strongest ad breakthrough in recent brand history. Redesigned and launched Denny's website to showcase "Real Breakfast".
- Revitalized Denny's brand by re-allocating working media, increasing reach and frequency by 25% respectively. Leveraged social/digital media and direct marketing nationally for first time in brand history. Created Denny's on-line rewards program utilizing email address capture at restaurant level to generate database for CRM.

**Vice President, Strategic Marketing**

March 2007 - July 2007

Reported to the Chief Marketing Officer. Directed the activities of nine professionals to rebuild and revitalize the consumer insights and field marketing departments.

- Streamlined menu product offerings by 20% improving operations and purchasing efficiency.
- Initiated a new product development and testing process that led to launch of Denny's All Nighter campaign that increased late night traffic by 7% after years of double digit declines. Utilized internet for on-line Adopt a Band program voting where guests select bands they wish to support, to showcase concert B-roll, backstage pass events and in restaurant band visits/sightings.
- Restructured and staffed field marketing and consumer insight functions.

- Provided consumer insight and general business consulting support to Denny's Fresh Express, a new fast-casual breakfast concept, co-branded/operated within Denny's restaurants (3 prototypes built) and for non-traditional locations (i.e. airports).
- Appointed by CEO to the position of Interim Chief Marketing Officer after four months on the job.

**JK SANFACON & ASSOCIATES / FOODSTAR, INC., Elmhurst, IL****2005 - 2007****Founder / Consultant**

- Founder of private global marketing/business development consulting firm which provided strategic brand development and market research oversight services to Heinz.
- Vice President and Partner of private, global consulting firm that repositioned Quiznos brand in Australia and developed, tested and launched new sub menu in less than six months. Created product and promotional concepts for pipeline/system deployment consideration for Domino's Pizza.

**MCDONALD'S INC., Oak Brook, IL****2000 - 2005****Senior Director - Worldwide Menu Marketing & Development** 2000 - 2005

Global general manager for product marketing and culinary development, functional marketing lead (coach/player position). Responsible for creating global menu strategies, developing and training the menu innovation process internationally, initiating product development pipeline activity, and developing shared best practices worldwide. Created and led global network of 7 cross-functional menu teams consisting of marketing, market research, culinary and food technology, operations, supply chain and financial analysis.

- Launched six new products/new product lines across 12 countries in Europe, Asia and Latin America. Generated over \$500M in sales, approximately \$30M incremental.
- Directed all marketing activities inclusive of brand integration and positioning/naming development, agency briefings and creative reviews, media planning for testing, launch and sustaining.
- Developed a consumer validated pipeline of over 100 new product concepts worldwide. Test-marketed and commercialized 14 new products in nine countries.

**PEPSICO/YUM – PIZZA HUT, INC.-Wichita, KS/Dallas, TX****1994 - 2000****Director - Marketing Innovation and Consumer Insights** 1997 - 2000

Managed Innovation initiatives: strategy development, promotions/partnerships, kids marketing, pricing, and menu/product development. Member of strategic business task force for co-branded two in-one concept Pizza-Hut & Taco Bell. Directed research for Pizza Hut USA with staff of 4 and a \$2.5M budget.

- One of three project leadership members for all product launches (Stuffed Crust, TripleDecker/Insider, Big New Yorker, The Edge, core product re-launch). Directed research staff in support of all concept development, test markets and national launches.
- Developed consumer based concept testing approach to qualify all pipeline initiatives (promotional and product) for the company allowing for appropriate prioritization and allocation of resources.
- Led consumer based positioning and naming approach to identify optimal branding message, trade dress and tone of all new promotional and product initiatives.
- One of five corporate employees specifically requested by Senior VP of New Concept Development to create and develop two new restaurant concepts for Pizza Hut, Inc.
- Identified and tested co-branding product and promotional concepts and supported via consumer insights the launch of Stuffed Crust and Sony Playstation, Pepsi 2 Liter and a pizza, and Pizza and a Movie (w/ Blockbuster).

**Manager-Market Research** 1995-1996 // **Associate Manager- Market Research** 1994**GENERAL MILLS RESTAURANTS, INC. – THE OLIVE GARDEN, Orlando, FL****1989 - 1994****Senior Analyst - Market Research** 1992 - 1994

Managed research projects from start to completion inclusive of: design, supplier negotiation, implementation, analysis and presentation of results. Project experience included: promotions testing, product testing (in-store and central location), menu development, concept and advertising testing, tracking (syndicated and proprietary panel tracking), sales analysis, trade area analysis, site development

analysis, and management/employee job satisfaction research.

**Analyst - Market Research**

1989 – 1991

**EDUCATION**

M.B.A., Emphasis in Marketing and Management,  
Roy E. Crummer Graduate School of Business/ Rollins College, Winter Park, FL, 1991

B.A., Economics Major, Rollins College, Winter Park, FL, 1989