

**Scott Francis**

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September 14, 2009

To: Ms Debbie Galeazzi,  
City Clerk, City of Menasha  
140 Main Street  
Menasha, WI 54952

From: Scott Francis

RE: Vacancy in District #1 Aldermanic Seat

This letter is to express my interest in fulfilling the duties of the open aldermanic position for the 1<sup>st</sup> district. I would like to help the city of Menasha move forward , by representing the residents and business's within the first district, to ensure that city government decisions made on their behalf are both progressive and fiscally responsible.

As a resident of the 1<sup>st</sup> district for past 27 years I have a strong sense of community and a good understanding of what the people, and businesses, within the community desire. I am especially interested in business development and "quality of life issues." I feel the two areas compliment each other, in that a strong vibrant business community will allow us to continue to provide quality services without increasing the tax burden to Menasha residents. Decisions regarding the prioritization of spending are more important now than ever before, given the recent economic events and the cities current financial situation.

My community involvement background includes a number of years as an active member on the board of directors for the Doty Island Development Council and the Inventors Network of Wisconsin. My business background includes senior and general management positions for a number of companies including Kimberly Clark, Dean Foods and Community First Credit Union.

For the past six years I have operated my own management consulting company Topline Development LLC.

Today's environment requires collaboration based on vision to achieve more with less.

I welcome the opportunity to serve.



Scott Francis

RECEIVED

SEP 14 2009

CITY OF MENASHA  
BY dg

## SCOTT R. FRANCIS

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Menasha, WI 54952

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### CAREER OBJECTIVE

#### Senior Marketing Leadership - General Management Role

**Creative and visionary leader** with extensive change agent, business development and new products success. Proven people developer and consensus builder who consistently delivers bottom-line results. Experienced in all aspects of strategic planning, advertising, business development, promotion, packaging, research and pricing. Category experience includes food, financial services, paper, apparel, direct marketing, health and beauty aids, and private label. Functional areas of expertise include:

- |                          |                      |              |             |               |
|--------------------------|----------------------|--------------|-------------|---------------|
| ✓ Strategic Planning     | ✓ P&L Responsibility | ✓ Sales      | ✓ Logistics | ✓ Insurance   |
| ✓ Research & Development | ✓ Customer Service   | ✓ Operations | ✓ Finance   | ✓ Investments |
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### PROFESSIONAL WORK HISTORY

#### TOPLINE DEVELOPMENT, Menasha, WI

2003 - Present

*Strategic marketing Consultants specializing in "Go to Market Strategies", New Products, Marketing Strategy & Planning*

##### Owner / President

*Work with business owners and "C" level executives to help them make more money with less effort.*

- Developed and executed complete marketing and business development programs for multiple clients.
- Serve as a "sounding board" for multiple "C" level clients to help them crystallize vision and strategies.
- Served as Interim chief marketing officer, and worked with clients ranging from start-ups to multi-billion dollar organizations.

#### COMMUNITY FIRST CREDIT UNION, Appleton, WI

2002 – 2003

*Leading regional credit union in northeastern Wisconsin, with \$545 million in assets*

##### Vice President Marketing and Strategic Planning

*Responsible for marketing and strategic planning of 16-branch credit union and the management of its insurance and investment subsidiaries.*

- Grew assets from \$428MM to \$565MM.
- Increased profits to record levels in excess of \$7MM.
- Turned-around insurance and investment subsidiaries to become profitable contributors.
- Launched 2 new branches that each generated sales in 3 months not attained for prior openings until the 1½-year mark.

#### MILES KIMBALL, Oshkosh, WI

2001

*Catalog and Internet merchandiser.*

##### Director of Customer Relationships

*Responsible for improvement in all points of contact with customers and long-term business development.*

- Initiated and coordinated consumer research that led to a repositioning of the Miles Kimball website.
- Selected and tested media (other than catalog) to drive customers to website and generate direct sales.
- Organized and led effort to establish relational database for future consumer research.

#### BEL-KAUKAUNA USA, Kaukauna, WI

1999 – 2001

*U.S. headquarters for Fromagerie Bel, the world's second largest cheese company.*

##### Marketing Manager

*Responsible for Kaukauna® and WisPride® brands of refrigerated spreads and Mexican sauces (\$50MM in manufacturer's sales).*

- Led research that resulted in positioning for company's first-ever account specific television campaign, increasing sales by 17% in advertised markets (25% of the United States).
- Re-launched cheese ball lines with new "easy-open packaging," resulting in the first product improvement in the category in 30 years and a 10% sales increase.
- Introduced improved cream cheese flavors that increased sales 5% while reversing distribution and sales declines.

#### DEAN FOODS-PICKLE & SPECIALTY PRODUCTS DIVISION, Green Bay, WI

1995 – 1999

*World's largest pickle packer.*

##### Marketing Director

*Responsible for managing 18 brands and private label programs for 45 of the nation's top 50 retail grocers.*

- Contributed to increasing division profits from \$23MM to \$45MM through S.K.U. and mix and territory management.
- Introduced several new products including Peter Piper's Pickles® with the Picklevator, a basket in the jar which brings pickles to the consumer. Selected as one of ten new products out of 26,000 to win Marketing Intelligence Service Ltd.'s "Better Mouse Trap" award for new products in 1999.
- Received company's Gold Medal Merit award for "Excellence in Management".

**STELLA FOODS, Green Bay, WI**

1993 – 1995

*Nation's largest manufacturer of Italian cheese with annual sales totaling over \$500MM.***Group Product Manager** - Dairy Case Brands, Private Label, Food Service and Ingredients*Responsible for P&L, marketing and sales of branded and private label cheese including: Frigo®, Dragone®, and Gardenia®.*

- Consolidated product forms across 3 plants to obtain common sizes, pricing, and promotional schedules.
- Created 2 major tie-in promotions, Pogs and Magic Eye trading cards in-packs, increasing sales by 23%.
- Redesigned package graphics to significantly improve shelf presence and incorporate N.E.L.A. requirements.

**ZWICKER KNITTING MILLS, Appleton, WI**

1991 – 1992

*A seasonal fashion accessory manufacturer and importer.***General Manager** - Knit Street and Contract Divisions*Responsible for P&L, operations, marketing and sales of divisions totaling \$35MM annually. Marketed accessories to drug, grocery, department store and private label/contract classes of trade. Managed 7 direct reports.*

- Improved profitability of divisions from losses of \$3MM to breakeven in less than one year by improving price, mix and cost.
- Sold, personally, over \$3MM in net new business.

**MEAD CORPORATION – GILBERT PAPER DIVISION, Menasha, WI**

1991

*A \$75MM premium paper manufacturer.***Marketing Manager***Responsible for leading all corporate marketing and advertising activities.*

- Introduced Essee®, a new grade of recycled premium papers, which was slotted in most major paper distributors and became Gilberts leading paper line accounting for 28% of Gilberts total sales.

**KIMBERLY-CLARK CORPORATION, Neenah, WI**

1982 – 1990

*World's largest manufacturer of tissue products. A Fortune 100 global consumer products company.***Manager of New Business Development** – Home Health Care Group (1988 – 1990)*Responsible for division's long-term vision and strategy and identification and development of new products.*

- Introduced Freshguard® disposable underarm shield to Austin, Texas, test market.
- Introduced Depend Toweletts®, the company's first wet wipes product.
- Developed initial concept for light incontinence line of products, launched as Poise®

**Product Manager** - Depend®, Incontinence Products Consumer and Institutional (1987 – 1988)*Responsible for "full containment" and institutional segments of the business.*

- Increased sales 40%, while coordinating cost savings programs, reducing sales costs by 33% and improving product quality.
- Developed institutional packaging and pricing programs, increasing sales by 15%.

**Product Manager** (1984 – 1987)*Responsible for multiple product lines including: new feminine care products, New Freedom® and New Freedom® Thin/Thin Super Maxi and Anyday® Pantliners.*

- Identified and developed Kotex® Natural Curved Tampons. Developed creative for this product, which broke all existing testing records for persuasion and recall.
- Proposed and led change from cardboard to poly bags, resulting in significant volume and brand share increases.
- Created and executed defensive promotions to counteract competitors' major new product entries, developing the highest profit level in the category.
- Introduced New Freedom® Thin Maxi, Kimberly-Clarks largest new product introduction to date. (inflation adjusted dollars)

**Assistant Product Manager & Marketing Assistant** (1982 – 1984)**OTHER EXPERIENCE****Director**

Doty Island Development Corporation - (A community development and action group)

2005 - present

Phoenix Restaurant Group (Five restaurant chain in Milwaukee)

1998 - present

Wisconsin Inventors Network

2006 - present

**Author /Public Speaker** - Author of a syndicated business column and guest speaker at regional and national events.**Adjunct Professor** Graduate and Undergraduate Marketing and Management Courses**UNIVERSITY OF WISCONSIN, OSHKOSH**

2006 - 2008

**CARDINAL STRITCH UNIVERSITY**

1985 - 1996

**MARQUETTE UNIVERSITY - (FULL TIME)**

1981 - 1982

**NORTHERN MICHIGAN UNIVERSITY- (FULL TIME)**

1980 - 1981

**EDUCATION****Masters of Business Administration** – Northern Michigan University, Marquette, Michigan**Bachelor of Science – Management/Marketing**, Adams State College, Alamosa, Colorado