

TRISH LUKASIK

144 Woodstock Avenue
Kenilworth, IL 60043
(214) 625-9624
trishlukasik@gmail.com

Energetic and inspirational leader with over twenty years of diverse experience excelling in top tier companies and dynamic environments. Hands on experience building and leading successful teams and delivering results. Unique career path encompassing top-line revenue generation, senior level customer engagement, manufacturing and distribution operations, P&L management, and various aspects of marketing. Deep passion for talent development combined with high degree of learning agility and strategic thinking capability. Tested decision maker grounded in ethical, courageous leadership.

EXPERIENCE

Board of Directors

Sargento Foods, December 2015-present
Company information [here](#).

Plymouth, WI

NatureBox, Board of Directors, December 2016-present
Company Information [here](#).

San Francisco, CA

Luxury Garage Sale, October 2017-Present
Company information [here](#).

Chicago, IL

Chief Executive Officer

- Responsible for all company functions, including Marketing, Sales, Supply, Operations and Customer Service, Finance, Technology as well as Human Resources in a high growth, results driven late stage start-up organization.
- Successfully led Series A-1 extension round of funding within first 5 months at the helm of Company.
- Designed 3 year Strategic Plan to return the company to growth, and deliver profitability within that timeframe.
- Restructured Sales & Sourcing team and compensation/incentive plans to align to enterprise objectives.
- Led multiple initiatives to support and enhance culture.

SpotHero, October 2016-September 2017
Company information [here](#).

Chicago, IL

Chief Operating Officer

- Responsible for all commercial functions, including Marketing, Sales, Supply, Operations and Customer Service, as well as Human Resources in a high growth, results driven late stage start-up organization.
- Successfully planned and executed acquisition and integration of primary competitor in Spring 2017.
- Doubled year on year GMV and net revenue.
- Co-Led series C funding round in 2017.
- Restructured operating team and compensation/incentive plans to align to enterprise objectives.
- Led multiple initiatives to support and enhance culture, including initiation of “Happy Heroes” wellness program.

PepsiCo, Inc. May 1999-September 2016

PepsiCo North American Nutrition, Chief Customer Officer

Chicago, IL

- Lead National Sales, Shopper Marketing, Sales Strategy and Category Management and Analytics for \$11BN division of PepsiCo, across multiple categories and brands, including Gatorade, Tropicana, Naked Juice, IZZE sparkling soda, and Quaker Foods and Snacks.
- Direct ownership for PepsiCo Chilled Direct Store Delivery (Chilled DSD) operation, driving competitive advantage in key expansion categories across Chilled and other white space territories.
- Ownership for work process design, organizational redesign and division productivity initiatives across various functions and

platforms for 3 year strategic business plan.

- Responsible for national customer agenda, short and long term planning cycles, oversight of 3rd party broker/selling agency, and workforce of over 700 direct sales management associates.
- Over-delivered against 2015 objectives, driving 4% growth across portfolio, beating revenue plan by over \$150MM and profit plan by over \$200MM through innovative approach to broker utilization and channel optimization efforts, intensifying customer intimacy initiative and transparent, inspirational leadership following most significant reorganization on record for this division.

PepsiCo Beverages Company, Senior Vice President, Walmart March 2011 **Bentonville, AR**

- Responsible for leading all aspects of business for PepsiCo's largest standalone domestic unit, representing \$3BN in annual retail sales (FY2011)
- Lead a diverse team of executive and non-executive employees, spanning all 50 states, and encompassing over 15 PepsiCo owned brands, myriad partnership brands and products distributed through various agreements. Team includes Sales, Marketing, Finance, Human Resources, Category Management and Insights, Operations and Field Sales.
- Delivered balanced P&L, with historic levels of embedded pricing to offset carbonated soft drink declines nationally and redirect focus to higher profit margin portfolio on Non-Carbonated beverages.
- Led creation of customer specific programming, including digital and in store marketing campaigns targeted to Walmart shopper segment across multiple brand platforms, yielding positive incremental growth and unique price/pack offerings in store.

Frito-Lay, Inc. Region Vice President, Florida Region August 2008 **Orlando, FL**

- Full P&L ownership for Frito-Lay Florida region, representing \$750M in revenue and over \$200M in annualized profit (FY 2010).
- Led a team of over 2,000 individuals with oversight for all aspects of the business including Human Resources, Sales, Marketing, Operations, and Finance. Heavy emphasis on staffing, career planning and mapping, over the road transport, operational and fleet management with over 1,100 route trucks, and over 60 production and distribution facilities in the region.
- Assumed role in July 2008. For FY 2009, delivered 7% topline volume growth and 10.4% profit growth, in a region disproportionately impacted by economic downturn. Maintained momentum through 2010, ending fiscal in top 3 position with double digit profit performance.

PepsiCo, Vice President, General Manager, Costco August 2005 **Dallas, TX**

- Overall responsibility for total PepsiCo enterprise wide portfolio with Costco, the 5th largest global customer.
- Ownership for 10 distinct lines of business, including Frito-Lay, Stacy's, IZZE, Gatorade, Propel, Tropicana Chilled & Ambient, Naked Juice, Quaker Foods and Quaker Snacks.
- Orchestrated complete business turnaround to deliver profitable, sustainable growth algorithm after year on year business declines, delivering double digit revenue and profit growth and moving the business from \$650MM to over \$1BN in revenue during three year tenure in role.
- Instituted complete team restructure, eliminating non-value added positions and reinvesting in key areas, allowing for enhanced regional granularity and field team customer penetration.
- Responsibilities included heavy cross-functional leadership across marketing, finance, sales and operations to optimize innovation pipeline for unique consumer base, while ensuring flawless execution in market.

PepsiCo, Director of Finance, Walmart Inc. July 2003 **Dallas, TX**

- Acted as senior business leader on fastest growing, most profitable business within PepsiCo portfolio, requiring interaction with Senior PepsiCo Executive Committee, including Chairman/CEO, Board of Directors, President and Chief Financial Officer and Presidents of various operating divisions.
- Owned development and deployment of long-term sales and growth strategy with largest PepsiCo customer, including creation of 3-5 year strategic plan and annual operating plan algorithms.

Frito-Lay Inc., Senior Group Manager, Club Channel Finance September, 2002 **Dallas, TX**

- Led cross-functional team across three customers in developing comprehensive sales strategy to deliver double -digit revenue and profit growth in key growth channel for Frito-Lay.

- Managed new product development process to enable margin enhancing innovation within Club channel, generating more than \$50MM in annual incremental revenue via innovation.

Group Manager, Strategic Planning August, 2001

Dallas, TX

Region Finance Manager, Southeast Region, May 1999

Atlanta, GA

The Coca-Cola Company, January 1998-April 1999

Atlanta, GA

Financial Services Manager, Concentrate Manufacturing

- Developed three year global financial plan to support division strategy, including P/(L) and asset optimization.
- Selected to lead effort to merge Middle Eastern and Asian operations into the balance of global team.

Procter & Gamble, June 1992- December 1997

Cincinnati, OH & Atlanta, GA

Finance Manager

Plant Finance Manager, Juice Category: May 1995-December 1997.

- Led effort to optimize plant cost structure, implemented portfolio analysis for capital projects, and identified areas of loss leading to over \$3MM in savings.
- Executed organizational overhaul, restructuring Finance & Accounting roles and hiring 100% new staff to meet higher skill requirements. Responsible for managing employees and activities of accounting and purchasing departments.

Finance Analyst

Profit Forecaster, Analgesic Category: May 1994-May 1995.

Senior Cost Analyst, Oral Care Category: November 1993-May 1994.

Cost Forecaster, Oral Care Category: June 1992-October 1993.

EDUCATION

MBA, Goizueta Business School, Emory University, December, 1997.

- Completed 9-semester program in 8 semesters.
- Concentration in Marketing.

Miami University School of Business Administration, May, 1992.

- Graduated Cum Laude
- B.S. Finance, B.S. Economics, Minor in French.
- Recipient - Miami University Presidential Scholarship, full academic scholarship (1988-1992), Ohio Board of Regents Academic Scholarship (1988).
- Miami University Honors Program (1988-1992), Dean's List (1988-1992).
- Selected as Member: Mortar Board, Golden Key National Honor Society.

OTHER

- Henry Crown Fellow, Aspen Institute, Class of 2010.
- Board of Directors, WTTW/WFMT, Aspire, Junior Achievement Chicago.
- Graduate, Yale CEO College, June 2014.
- Participant, Yale CEO Summit, June 2014.
- Committee of 200, an invitation only membership organization of the world's most successful women business leaders.
- The Chicago Network, an invitation only organization of Chicago's preeminent female business leaders.
- Active leader Network of Executive Women, 2015 Co-Chair Executive Leaders' Forum.