

URSULA DAGRES-CLAUSING

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PROFESSIONAL PROFILE

Innovative, results-driven marketing leader with 12+ years of experience working in the health and wellness industry in innovation-related roles. Proven track record in developing, launching and branding products in the regulated nutritional supplements and natural products industries. Trusted leader with an entrepreneurial spirit and exceptional interpersonal skills. Able to work cross-functionally to influence internal and external partners and achieve organizational goals.

AREAS OF EXPERTISE

Marketing | Product Innovation | Branding | Product Launch | Market Research and Analysis | Leadership | International Marketing

PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT, Orange County, CA

2004 to present

Provide strategic consulting to executives in the health, wellness and natural foods industry

- Developed U.S. market entry and channel strategy for award-winning Greek olive oil and honey
- Advised Wellspring 360, Inc. CEO on all aspects of nutrition program development for online medical start-up offerings
- Provided strategic insights to building a functional medicine platform for affluent patients
- Developed word-of-mouth marketing for Epson StoryTeller photo-book creator resulting in online coverage
- Identified PR influencers to feature StoryTeller reviews on About.com and various scrapbooking platforms
- Established corporate blogging policy to launch 1st corporate blogging efforts for Epson

ARBONNE, Irvine, CA,

2016 to 2017

A Top 40 Social Selling vegan, gluten-free and clean label personal care and nutrition brand

Director of Product Marketing (contract)

Led strategic projects and product portfolio to drive the growth and efficiency of Arbonne's Social Selling Business

- Developed European market entry strategy in collaboration with regulatory affairs to reduce costs associated with label changes by 20% or \$1.6 million
- Drove all marketing communications brand strategies and creative for collateral, content, positioning, social media, email marketing, metrics, market & competitor research and product pipeline & packaging efforts for \$150 million nutrition category
- Collaborated with cross-functional team of 20+ people in global product, e-commerce, market launch & innovation efforts
- Created 2016 nutrition business overview and strategic outlook presentation including SWOT analysis for the annual board meeting based on Euromonitor, Mintel and internal sales data to maintain 30% growth
- Spearheaded evaluation and implementation of a SaaS system to create greater executional efficiencies for R&D, product development and regulatory affairs, cutting product development time by 5 months

DOCTOR'S BEST, Irvine, CA

2015 to 2016

A leading CPG nutritional supplement brand

Sr. Product Development Manager

Researched the market, drove new product development and managed over 200 nutritional products, positioning and formulations for a well-respected online and retail store supplement brand

- Continuously developed new product pipeline for multiple health categories, including women's, digestive, joint, immune, heart health and sports nutrition and energy products
- Managed a cross-functional team of 2 Ph.D. researchers, a product manager, marketing support and supply chain to drive product development and readiness for product launches
- Explored new raw materials to develop innovative, yet cost-effective retail products

- Partnered with ingredient manufacturers & sales on co-op marketing initiatives for Amazon channel
- Collaborated with marketing on market & product research initiatives to uncover product trends & validate concepts

METAGENICS, INC., Aliso Viejo, CA

2006 to 2012

Leading \$200 million global life sciences company focused on reversing chronic illness & improving health

Category Manager, FirstLine Therapy® Lifestyle Medicine Program

Steered brand management, creative design, process improvements and expansion of the FirstLine Therapy (FLT) lifestyle medicine program for healthcare providers and patient coaches by over 220% and sales of over \$33 million through strategic online initiatives, development of marketing, communications and practice tools, sales training, focused campaigns, advertising and management of customers, clinicians and outside partner relations.

- Directed all brand, advertising, tools, creative direction, PR, promotions, physician & HCP insights, partner relations, competitor research, and testimonials for over 7,000 customers and pricing for 10-12 annual live events
- Researched and pioneered first customer Webinar event platform resulting in a company-wide Webinar program with participation rate growth of over 500% and regularly recruited KOL speakers
- Planned & executed nationwide dinner events & pricing in collaboration with sales and recruited in-house support team, resulting on average in a 31% lead generation per event
- Collaborated with clinicians on redesign of patient wellness resource guide for nutrition, behavior and fitness guidelines, generating over \$200,000 in annual revenues
- Conceived, implemented and documented a best-practice 12-week Corporate Wellness test program, which resulted in a 44.5% resolution of metabolic syndrome in diagnosed participants and a 19% increase in employee nutraceutical sales
- Instituted first FLT practitioner and patient SEO-optimized website and landing pages with downloadable practitioner tools and online testing in collaboration with IT, leading to \$10,000 savings annually

ADDITIONAL EXPERIENCE

TOSHIBA AMERICA INFORMATION SYSTEMS, Irvine, CA

Senior Product Brand Manager, Customer Marketing

INGRAM MICRO, Santa Ana, CA

**Global Reseller Account Manager, Global Business Development; Account Executive, Sales
Business Development Representative, Sales; Account Support Representative, Sales**

EDUCATION & PROFESSIONAL DEVELOPMENT

University of Southern California, Los Angeles, CA

MBA, General Management

University of Southern California, Los Angeles, CA

BS, Business Administration/Marketing

California State University, Fullerton

Certificate, International Marketing

Coursera: Influencing People; Inspiring and Motivating Individuals

Metagenics, Aliso Viejo, CA: Certified Lifestyle Educator, FirstLine® Therapy

Coursework in nutrition, anatomy/physiology, FLT preceptorship

Languages: German: fluent; Greek: conversational; Spanish, French, & Italian: basic speaking and reading ability