

Ellen Weiss

- Builder of exceptional domestic & global consumer brands
- Producer of outstanding, measurable results
- Versatile, resourceful, tenacious brand leader
- Direct, honest professional communicator
- Respected leader of change at brand, category, and company level
- Expert negotiator and manager of partnerships and alliances

Over the past twenty-three years, Ellen Weiss has excelled in the growth and management of consumer goods brands, many of which are household names. Products like Listerine mouthwash, Rolaid's antacid, Sinutab sinus medication, Halls cough drops, Schick razors, and Trident chewing gum are just a few of Ellen's success stories over the past two decades.

In fact, Ellen has dedicated her entire professional career to mastering the craft of developing, feeding and caring for Brands, and the challenge of uncovering what is not generally known or understood about the Brand.

Today, as the founder and principal of BrandFare, Ellen offers her talents and deep-expertise to a wide variety of regional, national and global clients. She particularly enjoys working with clients who are dissatisfied with the present marketplace impact of their Brand[s] and are seeking a deeper conversation with their customers.

Following are a few of Ellen's award-winning accomplishments:

- As the lead director for the Trident brand at Warner Lambert's Adams Division (now Cadbury Adams), Ellen was responsible for the brand positioning and corresponding ad campaign. In 1994, she received a Gold EFFIE award for the Trident Chew On This campaign, the industry's distinction for effective advertising that delivers against sales and marketing goals.
- In 1994, Ellen was appointed by the Executive Committee of New Jersey-based-Warner Lambert Corporation to lead an enterprise-wide initiative designed to improve the company's process of bringing its products and services to market. These, and other vital branding responsibilities, were delegated to Ellen because of her extensive experience in leading change at the brand, category, and company level.
- As Vice-President of Global Sales and Marketing at Tetra, Ellen led and managed the change process across multi-national boundaries while turning around the flagship brand and redefining the company's weakened corporate Brand identity.
- In the late 1990s, Ellen was responsible for a company-wide effort to define a market-driven eBusiness strategy designed to decrease the distance between the firm's brands and their customers. She has since helped define the corporate Brand identity for a Fortune 500 services company, and has provided branding services for numerous non-profit organizations on a pro bono basis.

Ellen is also known for going beyond the creative process to help her clients identify and drive the necessary changes and enhancements to support great brands within their organizations. All this, so clients can deliver on their new brand promise to the consumer with consistency. A well-designed action plan which allows for effective implementation of needed changes-internal processes, people and behaviors-assures that clients can enter the market with speed, meet aggressive sales targets, and achieve bottom line profitability.



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As a credible, trusted advisor known for her high energy, tenacity and customized solutions, Ellen offers verifiable brand experience to all of her clients - regardless of their size, growth-stage or market presence. In other words, due to her hands-on experience with such a wide range of Brands and significant budgets for testing and refining, Ellen is able to adapt her methodology to any sized client and offer a broader, deeper experience of what works and what doesn't. The result for you is all about "getting it right" the first time.

By focusing on delivering a truly differentiated brand promise through listening and understanding, seeking out critical connections and linkages, and striving for the unique distinction of each brand, Ellen guarantees every client a competitively positioned brand that can be fully expressed, celebrated, and broadcast to their most desired target market.

There's more.



Any description of Ellen would be incomplete without noting her skill and experience with Brand partnering relationships. Collaboration comes second nature to Ellen and she believes it is also a powerful tool to reinforce Brand image. Ellen personally forged collaborations with MTV, NASCAR, Little League Baseball, Halls Kleenex, Major League Baseball, Caress body bar, Max Factor, Revlon, and Working Woman magazine. Relationships were also tested between health care brands and Internet start-ups Healthshop, Dr. Koop, CVS.com, iVillage and Planet RX. She views her client relationships as partnerships, and considers this approach to be the key to her ability to produce powerful results.

Ellen earned her MBA with Honors from Adelphi University and her undergraduate degree in Psychology and Sociology with Honors from Binghamton University. She has completed training at the Thunderbird School of International Management, Center for Creative Leadership, and Harvard's Kennedy School of Government. In 1996, she was selected as a Leadership Foundation Fellow by the International Women's Forum (IWF), has served on numerous boards and advisory committees and is frequently called upon for mentoring roles.

Ellen is also proud of her entrepreneurial work on a not-for-profit venture in 2003. She founded and chaired the Israeli Artisan Network, launching a start-up in less than 5 months that generated over \$200M during a single weekend. In the process, she recruited over 31 organizations and 300 volunteers - a true example of her leadership, passion, creativity, tenacity, and ability to execute in a challenging environment.