## **Brian Rawson**

April 1986

**EDUCATION** University of Virginia

Charlottesville, Virginia

The Darden Graduate School of Business

**MBA** May 1993

**Brigham Young University** 

Provo, Utah

**B.S.** Organizational Psychology

EXPERIENCE Teaching, Consulting, and Managing

Wichita, Kansas

## 1996-2005 The Coleman Company

Wichita, Kansas

Senior Vice President, General Manager, Coleman Products (2005)

Complete P&L responsibility for softlines, hardlines, and licensing business units (\$4 strategic plan resulting in \$multi-million SG&A savings

- → Implemented global sourcing/product development model to reduce average global producosts by 10%
- → Launched two significant new product lines penetrating new channels and new consumer activity bases

Senior Vice President, General Manager, Softlines (2003-2005)

Complete P&L responsibility for softlines business unit (\$165mm in U.S. and \$245mm globally). Direct

## <u>Senior Vice President, Marketing & Product Development</u> (2002-2003)

Accountable for worldwide product development and marketing functions. Oversaw entire process from idea generation to marketing/sales launch of product/services. Three direct reports: VP Design Engineering, VP Marketing--

1993-1995

Wichita, Kansas

**PepsiCo Food Systems**General Manager, Marketing and Opinion Research (1994-1995)