



# Jennifer Hurlbut

BOARD OF DIRECTORS CANDIDATE



Dear Nominating Committee,

I would absolutely love to join the Board of Directors and contribute to our local equine community! I believe I could be a useful compliment based on the following:

Representation of the thousands of amateur riders, many who like me came back to the sport after decade's long leaves that prioritized work and family. Those who are in it for the love of the horses, the values it teaches the kids, the thrill of competing at any level, and community.

Plus, deep marketing skills and business acumen. I have worked for many companies throughout my career where the brand marketing lead acts as the "CEO" with the consumer/customer at the centre of all. Responsibilities include full P&L management, Strategic Planning supported by data analytics, maximizing ROI, as well as all aspects of marketing: Brand vision/mission/values/positioning/identity, Marketing Plans leveraging advertising/content development, media, digital (websites, SEO, SEM, social, ads, email, webcasts), events, sponsorship, partnerships, promotions, public relations, etc etc. Critical to success in these roles is the ability to collaborate and influence across organizations, external partners, and a multitude of constituents. In addition, I am currently enrolled in a Graduate Certificate at U of T: Non Profit Leadership & Impact where I am rounding out my knowledge and skills for this sector.

Stepping back...

It all started through the encouragement of my long-time friend, and national team rider, Lisa Carlsen. As a teenager I joined Lisa at the famed Eglington Pony Club in Thornhill where I took regular lessons, along with taking part in Pony Club and the Prince Philip Cup games. I caught the bug quickly and went on to join an "A" barn showing (and working for my coach) in Ontario and Quebec, moving up through the junior ranks and ultimately competing at the Royal Winter Fair where I finished top 3 in the CET Medal.

Like many young equestrians, although it broke my heart, I had to leave riding behind as I headed to university and subsequently began my career in business and marketing. I pursued my passion once again - this time sharing every step with my daughter. We focused on the fundamentals and bringing up "affordable" horses to successfully compete at all show levels (Schooling, Trillium, Bronze/Silver/Gold) in hunters and jumpers, eventually both achieving our dreams of competing at the Royal - for me 35 yrs after the first time!

Through this journey, front & center has been helping horses, riders and barns achieve their full potential. I have gained a unique amateur perspective as a competitor, a parent in the sport, helping kids and parents learn the ropes of showing, buying, selling, and leasing horses, helping trainers grow their business (eg. I was on the Board of The Meadows Equine), and starting my own business designing and wholesaling equestrian apparel (Cheval Fashions) sponsoring Amy and Ian Millar, and travelling to Wellington, Ocala, Thermal, Thunderbird and Spruce Meadows.

I would love nothing more than to leverage my business and marketing experience and learning in the NFP sector to give back to the people, places and horses that have given so much to me and my family. The many highs, and the many lows have all been worth it.

Cheers,  
Jennifer Hurlbut



Grower of brands, businesses, and teams: proven track record across a breadth of industries & organizations big & small. Leverages CPG strategic marketing skills, broad business acumen, and a unique balance of analytics and creativity. Strategy, influence, collaboration, and execution excellence are hallmarks. Entrepreneurial roll-up-sleeves style. Purpose driven and values led. Believes both the “what” and the “how” matter.

## EDUCATION

**OMCA® Certified Online (Digital) Marketer.**

**Currently enrolled in:**

- U of T Graduate Certificate: Non-Profit Leadership & Impact.
- Kellogg School of Management: Non-profit Management Essentials

## EXPERIENCE



**Dane Creek Capital Corp.** (Merchant Bank - Pets)

*VP of Marketing*

Responsible for the marketing of 9 pet raw food/treats/supplement brands and 5 retail brands, leading a remote team to drive growth via consumer, trade, and sales support. Implementing processes and providing a disciplined approach to drive greater ROI.



**St. Francis Herb Farm** (Plant Medicine)

*Director of Marketing, Leadership Team*

- Established a disciplined, strategic approach to marketing (consumer, trade, professional).
- Led and coached the team and external agencies to adopt a growth mind-set, create digital-led marketing plans & KPIs, and develop effective communications and educational content leveraging insights and claims for greater competitive advantage.
- Grew volume and/or share behind all 4 annual campaigns (Immunity/Cold & Flu, Stress & Sleep, Digestion, Allergy)
- Re-launched SEO optimized website: doubled site traffic/increased avg time +40%. New E-comm platform driving significant incremental sales in year 1. Increased social followers by 120%.



**Diamond Integrated Marketing** (Agency)

*Group Account Director*

Responsible for leading, nurturing and growing accounts: Aphria (Cannabis), General Mills, LCBO. Focus on Experiential Marketing/Events and Digital, social/influencer campaigns/community management.



## EXPERIENCE



### Johnson & Johnson

*Senior Marketing Consultant*

Drove business results through nine (9) consecutive contracts: Brand lead, Loyalty lead, divestiture management, corporate initiatives. Brands: Splenda, Nicorette, Tylenol, Motrin, Band-Aid, Listerine, Baby, Healthy Essentials Loyalty.

- Corporate Lead – Acetaminophen use public policy: Led internal team to provide evidence-based inputs and launch a consumer education website (GetReliefResponsibly.ca) to optimize public policy with Health Canada
- Digital: Developed strategies and content across social platforms for various brands, continually optimizing for greater impact. Delivered double-digit growth for Tylenol Nighttime via the launch of sleepcentre.ca, a content led site that became the gold standard for brand sites within J&J



### Cheval Fashions (premium, fashion-focused equestrian apparel)

*Founder, Designer*

Launched my own business to great success behind strong business knowledge and my love of fashion & design. Responsible for: Designing, co-manufacturing, sales, trade & consumer shows, retailer programs, e-commerce, marketing.

- Developed innovative new premium products that resulted in an extremely successful start-up that revolutionized the industry – \$0.75 Million in sales, 40+ accounts, on the plus side of the P&L starting in yr 1
- Designed custom shirts for Ian Millar for his record-breaking 10th Olympic games



### Alliance Atlantis Broadcast

*VP Marketing & Publicity – Dramatic Channels*

Responsible for delivering Audience channel estimates for Showcase, Action, Diva & IFC and developing the Showcase masterbrand via marketing & publicity efforts. Managed team.

- Re-structured business to align resources and optimize investment for greater impact in market/ROI.
- Reversed Showcase long-term declines, growing the audience every week of the Fall launch by an avg +8%
- Re-positioning the then marginalized Showcase brand by establishing a broader more insightful view of the target and relevant benefits via in-depth consumer research.
- Developed a 360° “Unmissable” integrated Fall campaign: TV, Outdoor, digital, events, and PR.



## EXPERIENCE



### Kellogg Canada

*Marketing Director - Kids & Family Brands*

Responsible for \$285MM in Sales and \$30MM Marketing budget (\$10MM Media) covering 3 categories & 7 brands, member of the Marketing Leadership Team and Global Teams. Managed team.

## SKILLS

- Business & Brand Strategic Development
- Marketing Plans & Execution
- Team/Cross-functional Leadership
- New Product Development
- Research, Insights, Analytics
- Public Relations/Communication
- P&L and Financial management
- Shopper & Trade Marketing
- Integrated Communications: Advertising & Content; Digital (SEO, SEM, Search, Email, Websites, E-comm, Social); PR; Print; TV; In-store; Media; Loyalty

