

JULIE J. BERLING

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FOREVER FARM GIRL & PROFESSIONAL ADVOCATE

A professional storyteller, marketer and communicator who tirelessly seeks to connect people to their passions and create advocacy for brands, communities and causes. Success for me is making a positive difference. Forever a farm girl, I'm proud of my agricultural roots and strong work ethic.

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CENTRAL MCGOWAN • St. Cloud, MN • 7/18 to Present

VP OF MARKETING & COMMUNICATIONS

Sit on leadership team and direct all marketing and communications efforts for the company and strategic business units. Includes oversight of two direct reports.

PILGRIM'S (formerly GNP Company) • St. Cloud, MN • 5/95 to 7/18

HEAD OF CONSUMER INSIGHTS, BRANDING & COMMUNICATIONS • 1/17 to 7/18

Promoted to position after 2017 acquisition by Pilgrim's Pride. Reported to CMO to ensure strategic/marketing excellence across the organization—helping each of the regions (USA, Mexico, Western Europe) deliver business goals and achieve a sustainable competitive advantage. Position interfaced with a broad range of Pilgrim's stakeholders, and:

- Set strategic direction of assigned brands and/or sub-brands within Pilgrim's;
- Enabled consumer-centric strategy and data-driven decision-making through delivery of strategic market, consumer and brand insights and analytics;
- Developed and deployed programs to increase market share, optimize revenue, and drive branded and key customer growth; and
- Fostered organizational alignment via strategic communications plans designed to address the complexities of a multi-region unit organization.

SENIOR DIRECTOR OF STRATEGIC BRANDING/COMMUNICATIONS • 12/13 to 1/17

BRAND MARKETING & COMMUNICATIONS DIRECTOR • 12/06 to 12/13

MARKETING COMMUNICATIONS MANAGER/DIRECTOR • 5/95 to 12/06

COLLE & McVOY • Minneapolis, MN • 2/95 to 5/95

ACCOUNT EXECUTIVE

As part of Public Relations/Agribusiness Group, managed all public relations projects for DeKalb Genetics Corporation. Charged with creation of multi-client media relations program and department.

MILLER MEESTER ADVERTISING • Minneapolis, MN • 1/93 to 2/95

MANAGER EDITORIAL SERVICES

Promoted to create and manage a multi-client editorial services department with annual billings of over \$1 million.

ACCOUNT EXECUTIVE/PR WRITER

Wrote in-depth product features for media, articles for client-produced newsletters, technical summaries, situation analyses and video/audio scripts.

WEBB DIVISION, INTERTEC • Minneapolis, MN • 12/91 to 1/93

ASSOCIATE EDITOR

As part of the *Farm Industry News* editorial team, produced monthly product news magazine distributed to 250,000 producers in the Midwest.

MONA, MEYER, McGRATH • Minneapolis, MN • 8/90 to 12/91

ASSISTANT ACCOUNT EXECUTIVE

As part of Agricultural/Turf Division, implemented marketing communications plans and promotional programs for several clients, primarily the Ag and Seed divisions of the Ciba-Geigy Corporation (now Novartis).

PINSTRIPES PETITES/TGI FRIDAY'S/BLACK ANGUS/CHARLIE'S • MN • 1982-90

PICKER/PACKER-RECEPTIONIST/SERVER/BARTENDER/HOSTESS

Worked 20-35 hours/week while in High School/College.

Key skills

LEADERSHIP/STRATEGIC MANAGEMENT

- 25+ years people management
- High team engagement scores
- 19+ years business leadership
- 8+ years strategic management
- 7+ years executive leadership

PLAN/PROJECT MANAGEMENT

- Seasoned/skilled at leading and driving planning and projects—short- and long-term, strategic and tactical
- Key strength (Lominger's Voices® 360)

RESEARCH/INSIGHTS

- Strong, broad consumer research experience and expertise
- Includes online platforms, brand tracking, focus groups, communication checks, segmentation, max-diff, etc.

WRITING/STORYELLER

- Powerful and prolific writer & storyteller
- 25+ years about agriculture and important human issues
- Penned as PR specialist, copywriter, blogger, journalist, food marketer, and thought leader

COLLABORATION/CONCEPTUALIZATION

- Proven collaborator and conceptualizer
- Functioned cross-organizationally at world's LARGEST chicken company
- Work at strategic marketing leadership and tactical levels

BUDGET MANAGEMENT/ROI

- 25+ years successful budget management (\$5 to \$17+ MM)
- Development of systems and processes for tracking, reporting, and measuring ROI

more ►

Strengths

- **STRATEGIC THINKING:** deep understanding/experience with ability to practically apply and coach others on link between strategy and results
- **PROJECT LEADERSHIP:** proven track record of leading projects and teams that achieve milestones, exceed expectations
- **RESULTS-ORIENTED:** ability to take action and flawlessly deploy
- **PROBLEM SOLVER:** both creative and pragmatic
- **ANALYTICAL THINKING and DECISION-MAKING:** a “conceptualizer” of enterprise/market trends/issues who can transform thinking into marketing, communications, and business strategies
- **TEAMWORK and INTERPERSONAL SKILLS:** a team player, team builder, and collaborator who seeks ideas and input from others, openly shares information, and seeks to inspire and engage
- **ETHICAL:** highest level of integrity, honesty, credibility, and ownership
- **GENERAL:**
 - Outstanding written and verbal communication skills; seasoned presenter
 - Effective at dealing with ambiguity
 - Able to work under pressure with many personalities/management styles
 - Skillfully screen/handle confidential/sensitive information
 - Strong negotiator
 - Agile multi-tasker

Achievements

- Led strategic business projects including development/launch of a new mission, vision and values
- Drove creation of an entirely new brand, Just BARE, from concept to launch in just over 10 months
- Led brand strategy and architectural evolution from a single brand company to a “house of brands”
- Effectively managed corporate/customer/employee communications through *multiple* crisis situations, including a fire, gas leaks, acquisitions/mergers, CEO retirement/succession, product recall, etc.
- Successfully executed national trade/consumer events including Natural Products Expo West, Twin Cities Food & Wine Show, Farm Manager of the Year Award, Cotton Extension Seminar, and Corn Classic
- Implemented award-winning national PR campaign that resulted in 32 product-specific feature articles in targeted regional and national agricultural publications, including three cover stories

Awards

- 2014 American Web Design Award: Just BARE Just Dish Blog
- 2012 “Pick of the Show” at Natural Products Expo West: Just BARE Booth
- 2011 packagePRINTING’s Excellence Award-1st in Sustainability Category: Just BARE Linerless Labels
- 2010 Top 125 Best Packaged Foods for Women: *Women’s Health Magazine*
- 2006 Effie, Silver Anvil & MN PRSA Awards: Gold’n Plump Raised on Family Farms Campaign/Taking Names Tour

My story

- Mom of two amazing grown children, who are my inspiration every day
- Member of several industry/professional associations; an avid speaker, presenter and storyteller
- Volunteer for local causes, school and church
- Take pride in my farming roots and that my brother is the 4th generation to run my family’s dairy farm
- Perform as “JO JO” The Clown by personal request (professionally in college)
- Enjoy reading, creative writing, outdoor activities, photo-quilting, photography and my three horses and dogs (Tigger, Hank, Ruby, Daisy and Valentina)

Education

UNIVERSITY OF ST. THOMAS

B.A. ENGLISH

May 1990 • Magna Cum Laude

- Graduated with Honors While Working 35+ Hours per Week
- Concentrations in Communications, Creative/Persuasive/Technical Writing, and Education

Training

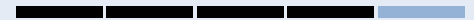
1990-PRESENT

- Six Sigma (Green Belt Level)
- Lean Management
- Continuous Improvement
- Coaching for Excellence
- Situational Leadership
- Diversity Management
- Effective Feedback

Computer/technical

NO EXPERIENCE-NOVICE-PROFICIENT-SKILLED-EXPERT

Excel



Word

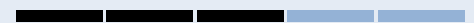


PowerPoint/Presentation



Web Search, Software & Analytics

(WordPress, Drupal, WIX, Google Analytics, etc.)



Social Media Monitoring & Publishing

(NUVI, Radian6, HootSuite, etc.)



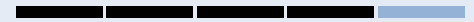
Research Tools & Methodologies

(Qualtrics, SurveyMonkey, etc.)



Project Management/File Sharing

(Base Camp, Hightail, HCP Anywhere)



Enterprise, Business & CRM

(AS/400, SAP, Salesforce, etc.)



Design & Video

(Adobe Illustrator, Photoshop, Premiere Pro, etc.)



**REFERENCES AVAILABLE
UPON REQUEST**