



## Charlie Larson - Biography

Charlie has a rare combination of marketing and branding experience from both the manufacturer and advertising agency sides of the table. His undergraduate Psychology major combined with an MBA gives Charlie the ability to translate business objectives into desired customer behavior. Charlie has worked at the DDB (Needham), J. Walter Thompson and the Ted Bates agencies serving as a marketing consultant and “Brand Steward” for his clients.

Some of the well-known brands Charlie has contributed to include: Ameritech, Betty Crocker, Craftsman Tools, Dial Soap, Gerber Baby Food, Hoosier Lottery, Indiana Tourism, ITT Technical Institutes, Kibbles ‘n Bits dog food, Morton Salt, Purina Puppy Chow, V-8 Vegetable Juice and Weather Beater paints.

Charlie’s functional marketing experience includes market research management, brand management, marketing management and advertising management. Once a football offensive lineman, Charlie knows the value of teamwork. He has successfully led many small multi-function teams to achieve an organization’s objectives. His philosophy? “Identify team players, give them the right direction and then get out of their way.”

Charlie has won two prestigious national EFFIE awards from the American Marketing Association for effectiveness in marketing programs. One EFFIE was for the capabilities positioning for Ameritech (prior to the acquisition by SBC). The other was for the introduction of a new product, First Foods, from the Gerber Products Company.

Throughout his career Charlie has been a student of branding, learning and developing a range of tools that can be applied across industries. These tools have helped both small and large companies realize increased revenue and profits.

“A brand is an economic relationship between a buyer and seller based on a consistent experience with the product or service which meets or exceeds the buyer expectations. This relationship can be functional, emotional or both. And the relationship is strengthened or weakened through every contact between the buyer and seller.”

Charlie has served as an adjunct professor of marketing and advertising at Northwestern University, Butler University and the Kelley School of Business at Indiana University. He is also Past - President of the Indianapolis Chapter of the American Marketing Association for 2003-2004.

Charlie has a Bachelor of Science degree from Carroll College in Waukesha, WI with majors in Psychology and Business. He received his MBA from Indiana University.

### BUSINESS DEVELOPMENT

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