

# KAREN LINDLEY WYATT

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## SUMMARY

Highly qualified project manager and results-driven marketing professional with 20 years of experience in Consumer Products Goods for beverage and food products managing programs from concept ideation to final product execution. Effective in leading cross functional teams and influencing key stakeholders in a fast-paced environment working across marketing, product development, package validation, business insights, legal, advertising and supply chain. Exceptional relationship-building skills with external partners in package manufacturing, printers, agencies and restaurants. Passion for leading national packaging programs, design materials that deliver impactful competitive results in the market place. Subject matter expert in project management, packaging, multiple print technologies, design translation and color management.

### Skills and strengths include:

- Sr. Project Management, CPG
- Supplier & Photography, Agency Management
- Package Validation, VIS & Color Management
- Print Production & Packaging Solutions Expert
- Communication, Influencing & Collaboration
- Negotiation & Budget Management

## PROFESSIONAL EXPERIENCE

### CHICK-FIL-A – ATLANTA, GA

2014 – CURRENT

#### Senior Project Manager, Marketing, Menu Strategy and Development, - Consultant

Manage CFA system wide packaging projects working on initial concepts, defining scope of work, timelines, budgets, consumer research, food safety requirements, legal mandates, VIS design, menu quality specifications, In-Market package validation, communications, present recommendations for next key milestone or launch working across all levels of the organization.

- Successfully redesign packaging for Chick-fil-A highest sales volume menu item by implementing new Waffle Fry packaging improving restaurant operations and customer speed of service.
- Develop national themed Football shaped container in response to Operators request for seasonally relevant packaging to connect with loyal consumers, communities, schools and increase sales volume for Chick-fil-A Nuggets and Chick-n-Minis snack trays.
- Successfully launch national custom foil football catering tray packaging supporting CFA National Campaign connecting raving fans for tail gaiting, parties and gatherings with family and friends.
- Lead creative design enhancements for Chick-fil-A nugget carton packaging resulting in 85% improved customer value perception for product volumes.
- Manage sustainable packaging that address new city and state legislations for compostable and recycling requirements that deliver menu product quality specifications.
- Manage the new Breakfast Pouch redesign providing package functional enhancements to catch crumbs improving customer experience for in dining or on the go meals.
- Create and lead package process improvements and recommendations for internal and external teams to ensure successful package validation and increase speed to market for system wide national launch.
- Proactively identify downstream issues and solve problems; with the ability to assess risk/benefit and lead decisively on findings.

### THE COCA-COLA COMPANY – Atlanta, GA

1997-2014

#### Senior Project Manager, Internal Creative Studio, Consultant - 2013-2014

Directed studio designers and copywriters on outside production needs for POS signage, brochures, publications, premiums, and corporate meeting collateral.

- Managed project scope, timelines and Coca-Cola VIS system for the launch of Work Place 2020 Construction of the Atlanta Complex within budget.
- Provided Coca-Cola system knowledge for print and design execution for Clients and Senior Leadership to ensure project scope needs met within budget.
- Responsible for new web base online order process for Corporate, CCNA and CCR Coca-Cola Holiday Greeting Card.
- Executed projects by streamlining process, reducing cost and production lead times and adhering to Global Brand Design VIS.

#### Design Producer / Project Manager, 2009-2012

Managed print design programs across Coca-Cola existing brands, new brands, new package design concepts, and print promotional campaigns including: Holiday, Olympics (summer/winter), NCAA, Super Bowl, and FIFA World Cup.

- Directed and monitored \$1.1M in Brand project budgets for print testing, separations, and photography

- Directed and delivered within budget and on schedule photo studios creation of 300 CCNA brand photograph images for use on the Kwieee website.
- Led packaging design solutions and print exploration for “Universal Studios Battleship,” including managing vendor print capabilities and client approvals to meet market deadlines and budgets.
- Trained and managed Design Managers for packaging print capabilities and Coca-Cola brands system to ensure in-market deliverables and budgets were met.
- Led design and print capabilities for new product launches and national campaigns on cross-functional teams.

### **Associate Design Manager, 2005-2009**

Managed creative designs and programs with core agencies. Met objectives of strategic brand project briefs by setting project scope, budgets, timelines, and providing creative direction to execute effective print designs for packaging, POS, and product imagery.

- Led the first 32pk shrink printed design for Club stores that resulted in a product lift for all core brands system wide. (*Big Bold & Inspiring, CCNA award*)
- Managed the development of the new MINI Sleek aluminum design for Coca-Cola core brands that resulted in the conversion of 8oz squat aluminum cans to 7.5oz Mini Sleek and a significant product sales lift.
- Launched Full Throttle “Mother” flavor packaging design to align with Full Throttle parent brand. (*Big Bold & Inspiring, CCNA award*).
- Managed customer specifications and acted on the Customer Team as Packaging SME in the development of new innovative design shrink packaging for Club Box Store for 32pk Club, 7.5oz Mini shrink, and 4pk 2L bottles.

### **Print Quality Assurance Manager, 1999-2005**

Directed print quality reproduction of brand packaging and promotional packaging for all brands and promotions in CCNA product portfolio; translating print reproducible designs, graphic separation workflow, timelines, print testing, and budgets.

- Executed and presented to all CCNA print suppliers the visual and CIELAB numeric Color Management / Print Quality Program for over 70 packaging printers and division suppliers in North America.
- Managed 22 CCNA Brands, 35 flavor extensions, 5 substrates and print processes: flexographic, gravure, offset lithography, heat thermage label, and metal decorating with wet-on-wet application.
- Directed print manufacturing, VIS color management, and testing on over 200 pieces of graphics and packaging to include pressruns, creation of print quality tolerances, tracking budgets, managing suppliers, and ensuring timelines met.
- Expert in color/ink capability, print reproduction technologies for Flexography, Offset, Gravure, wet on wet can printing and sub optimal separations, films, plates, inks or press conditions for paperboard, aluminum cans, bottle labels, shrink wrap multi-packs, and bottle closures.
- Authorized new printers regarding print capability and managed supplier printing nonconformance issues to ensure optimal packaging was launched in the market place.

### **Packaging Logistics Manager, 1997-1999**

Project Manager responsible for the execution of CCNA packaging to include operational feasibility, providing budgets, specification letters to the Bottlers and Supplier System, promotions games management, working with cross-functional teams internally and externally to ensure that all packaging deadlines were met.

### **PERCY KENT BAG, INC. – Kansas City, MO**

**1991-1997**

**Graphic Design Supervisor/Plating** - Managed employees and client relationship approvals for Ralston Purina, Doane, and Con Agra. Managed the purchasing of \$850K for plating materials and department budget of \$600k per year for customer Graphic Design needs.

### **EDUCATION**

**BS&T, Commercial Graphics & Design** – Pittsburg State University

**1989**

Voted by peers Outstanding Graphic Art Senior Female

### **MEMBERSHIPS - FLEXO TECHNOLOGY ASSOCIATION 1995-2005**

Representative on the Consumer Products Packaging Panel for The Coca-Cola Company at FLEXO Forum

### **AWARDS - COCA-COLA NORTH AMERICA:**

**Big Bold and Inspiring Award** for the Best Creative Packaging Lead for the Club 32pk Shrink package

**Big Bold and Inspiring Award** for the Best Marketing Program for Full Throttle Mother