

Stewart Krentzman
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**Senior Executive – Global General Management in Healthcare, Technology
and Consumer Package Goods**

EXPERIENCE

Dollarwatcher, Inc., Hackensack, NJ
Co-Founder

October 2012 – Present

A lean startup committed to help neighborhood business owners compete against large business by offering free technology services. Accepted into the prestigious Facebook Start Program at the “bootstrap” level in February 2016.

TheBBQCleaner, LLC, Hackensack, NJ
President

April 2009 – Present

A company offering home based BBQ grill cleaning business opportunities. 148 locations established across the United States & Canada.

New York University, New York, New York
Kenneth Langone Part-time MBA Program & Full time MBA Program
Stern Graduate School of Business
Adjunct Assistant Professor

October 2004 – Present

Teach Marketing Planning and Strategy for MBA candidates since 2014. Have taught at NYU since 2004.

United States Life Care Consortium, Morganville, NJ
Co-Founder

October 2012 – June 2013

Along with several medical professionals trained at Memorial Sloan Kettering Cancer Center assisted Sheik Mohamed bin Kalifa in exploring concierge medical models for the United Arab Emirates.

Mydocsays, Inc.,
Chief Executive Officer (Interim)

November 2011 – August 2012

A company progressing to launch a mobile IT health cares application between doctors and their patients in September 2012. Developed strategic business plan and tactical objectives. Assembled outside investors and a Board of Directors.

The Jay Monahan Center for Gastrointestinal Health
Weill Cornell Medical College at New York Presbyterian Hospital, New York, NY

April 2010 – August 2011

A consultant responsible to lead the development and execution of a transferrable ambulatory health care model delivering integrated medical care in a compassionate way.

Oki Data Americas, Inc., Mt Laurel, NJ
\$400M+ imaging hardware and solutions manufacturer.

1997-April 2010

President and Chief Executive Officer **2003 -2010**

Full P&L responsibility for 1200 employee operations of North, Central and South America. Responsibilities included sales, marketing, customer service, distribution, operations, engineering, accounting, purchasing, and human resources. Non-resident Board Member of Oki Data Corporation. Reported to CEO of Oki Data Corporation, Tokyo, Japan.

Transformed company, reliant on its' \$255M dot matrix printer and \$40M fax business, to a diversified, solution based imaging company with over \$425M in revenue.

Executive Vice President & Chief Operating Officer **2001-2003**

Senior Vice President-Sales and Marketing **2000-2001**

Senior Vice President-Marketing **1998-2000**

Vice President and General Manager-Inkjet Printers **1997**

Unilever USA, Inc., Englewood Cliffs, NJ **1973-1997**

\$50B+ World-wide consumer package goods manufacturer

Full P&L responsibilities for flagship brand Lipton Tea®, Wish-Bone Salad Dressing®, Sunkist® and licensed Fruit Snacks, Knox Gelatin® and Wyler's Drink Mixes®. Responsible for the development and execution of 3 Year Long Term Business Plan. Managed all marketing activities including \$150M annual advertising, trade and consumer promotion budgets. Responsible for new product development and introduction. Managed business forecasting cycles and manufacturing planning.

Successfully defended the \$600M Lipton Tea brand against Snapple® and Tetley® utilizing various flanking strategies. Re-established \$120M Wish-Bone Salad Dressing to the #2 market position. Responsible for packaging Knox Gelatin and Wyler's Drink Mix for successful divestiture. Instrumental in the creation of the \$400M Children's Fruit Snack Category. Developed the regional and national sales launch strategy for Equal®.

Director of Brand Management, Lipton Teas **1991-1997**

Director of Brand Management, Condiments and Snacks **1989-1991**

Director of Brand Management, Wyler's Drink Mixes **1987-1989**

Assoc. Director of Brand Management, Fruit Snacks **1986-1987**

Director of Sales Administration **1983-1985**

Placed on loan to GD Searle to launch Equal.

Various Marketing and Sales Executive positions **1973-1983**

EDUCATION

New School for Social Research - Masters of Arts **1977**

Fairleigh Dickinson University - Bachelor of Arts **1973**

OUTSIDE BOARDS

Board of Trustees-Fairleigh Dickinson University **2008-Present**

Board of Directors-New Taste Dimensions Foods **1998-Present**

Business-Higher Education Forum - Washington, DC **2009-2010**

An organization of Fortune 500 CEOs, prominent college and university presidents, and foundation leaders working to advance innovative solutions for our nation's challenges in education.

RECOGNITION AWARDS

Top 100 Most Influential People in Technology - 2009

Maimonides Hospital Honoree of the Year for work in combating breast cancer - 2010

HBO / Octoberwomen Honoree of the Year for work in combating breast cancer - 2008

NJ State Legislature Commendation for work in raising money to combat breast cancer - 2008

4 Unilever President's Marketing Awards for the launch of Equal, fruit snacks, and the defense of Lipton tea against Tetley Round teabags.