

## Thomas R. Wagner

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### SUMMARY OF QUALIFICATIONS

A dynamic executive with extensive Strategic Planning, Consumer Insight and Brand Marketing experience. A big picture thinker effective at mentoring large, professional staffs. Key strengths include excellent communication and interpersonal skills, a highly innovative mindset and a strong ability to influence and motivate others with integrity.

### PROFESSIONAL EXPERIENCE

#### **The Wagner Group LLC • Irvine, CA**

##### **PRINCIPAL**

Provide executive-level strategic and marketing consulting services to a variety of brands and businesses. Partial client list includes Kimberly-Clark, Weber Shandwick, Bain & Company, Pamplona Capital, DelaGet, and Boston Consulting Group. Highly engaged with Revenue Management Solutions (RMS) providing strategic pricing solutions to over 30K retail locations globally. (2013 to Present)

#### **YUM! Brands - Taco Bell Corporation • Irvine, CA**

##### **VICE PRESIDENT, CONSUMER INSIGHTS & BRAND PLANNING**

Provided strategic consumer, brand and industry insights for \$7 billion franchise of Fortune 250 Company to increase profits 10-15% annually. Effectively managed department of 20+ professionals with \$10MM fully discretionary budget. Key executive in providing thought leadership across all aspects of Strategic and Brand Building initiatives (including social media). Other responsibilities included overseeing Taco Bell's Consumer, Brand and Product Research as well as manage all elements of Sales Planning and Analysis. Designed and led Taco Bell's highly effective product innovation pipeline process. Worked directly with, or led efforts on, 5000+ concepts, 500+ products and 200+ national product launches. Developed clear, consumer-driven, product positioning's ensuring effective communications with \$250MM media budget. Other responsibilities included managing the national sales forecasting process and developing the company's national pricing strategies. Overarching objective was to drive both a growth and consumer mindset across the organization, ensuring optimal decision making to increase shareholder value.

**Special Recognition:** Recipient of two YUM! Chairman's Awards (and five Presidential Awards) for breakthrough results. Worked directly with President to develop Taco Bell's Brand Turnaround Strategy leading to nearly 10 years of same-store sales growth. (2001 to 2013)

##### **SR. DIRECTOR / DIRECTOR, SALES & CONSUMER INSIGHTS**

Created the vision for, and developed, Taco Bell's entire Decision Support System. Recruited and led 12+ professionals. Prepared extensive monthly business reviews for CEO and Executive Team. Designed the industry's first Transaction Level Detail system generating 1000% ROI in year one. Lead Taco Bell's brand safety nets including the nation's largest Mystery Shop program and 1-800 consumer hotline. Published white papers leading to re-prioritization of all restaurant operating standards. (1996 to 2001)

**PROFESSIONAL EXPERIENCE, CONT'D**

**YUM! Brands - Taco Bell Corporation • Irvine, CA**

**MANAGER, MARKETING ANALYSIS**

Analyzed P & L impact of national and field marketing programs for Taco Bell, as well as providing analytic support for strategic plan challenged with increasing annual profits by 20%. Developed fully automated test market/models for use by entire company and field agency. Responsible for developing all analysis models providing insights into all elements of company and franchise sales and business performance. (1993 to 1995)

**SENIOR DEVELOPMENT PLANNER**

Developed strategic growth plan leading to Taco Bell's rapid expansion of 400+ new restaurants annually. Directed the appropriation, administration and budgeting of \$300MM in capital. Authored, developed & taught Taco Bell's Real Estate Finance course to 75 newly hired MBA Real Estate Managers. (1993)

**SENIOR CAPITAL PLANNER**

Coordinated \$250MM capital budget through the design and implementation of cash flow models ensuring optimal investment returns. Partnered in strategic acquisitions and new concept development. Developed creative financing strategies and analyzed lease versus buy options. Managed and prioritized all financial projects for Taco Bell. (1991 to 1993)

**FINANCIAL PLANNER**

Responsible for implementing and controlling Taco Bell's entire \$120MM overhead budget. Coordinated analysis of P & L and profit planning. Prepared monthly presentations for Taco Bell senior management and PepsiCo corporate officers, developing financial forecasts and reconciliation's. Key member of McKinsey re-engineering team. (1989 to 1991)

**Fireman's Fund Insurance Company • Novato, CA**

**ACTUARIAL ANALYST**

Researched, analyzed and implemented insurance rate strategies at a profitable level. Responsible for setting specific rates for \$400MM personal lines insurance business across 20 states. Work directly with insurance commission to ensure filings are approved. (1985 to 1987)

**EDUCATION**

**M.B.A. Finance (*with Honors*) • Paul Merage School of Business**  
University of California, Irvine

**B.S. Agricultural and Managerial Economics / Minor Statistics (*with Honors*)**  
University of California, Davis

**ASSOCIATIONS**

Industry Advisory Board: The NPD Group - Foodservice Division (Chicago, IL)  
Advisory Board Member: Netbase – Enterprise Social Intelligence (Mountain View, CA)  
Dean's Advisory Board: UC Irvine – Paul Merage School of Business (Irvine, CA)

**REFERENCES:** Available upon Request

**COMPENSATION:** Open to Negotiation