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Professional Experience

ALTRIA GROUP

NJOY

Senior Brand Manager – NJOY Retail & Value Strategy

2024 – Present

- Orchestrate value offers by both geography and by retailer to drive initial trial and repeat purchase of NJOY by pulsing different offer configurations and values through time – achieving YTD volume growth for NJOY of 48pp above pod-based vapor category growth rate and growing NJOY share of the total vapor category 1.8pp to 5.5% (2Q2024 vs 4Q2023)
- Lead close collaboration with top accounts to understand unique business objectives and challenges faced, create account-specific offers and promotions including signage to support promotions, and gain alignment with retailers to co-fund behind promotions to maximize flexible funding investment to achieve results for both NJOY and retailers – delivering NJOY volume growth of 16% YTD in focus accounts.
- Manage \$110 million value budget by forecasting spend, tracking actuals vs forecast, and constant evaluation and reallocation of budget dollars to maximize impact against business KPIs.
- Oversee development of test and learn plan inclusive of prioritizing learning objectives, working with cross-functional teams to select optimal test environments, and applying learnings and insights forward to inform future value executions and overall value strategy.

PHILIP MORRIS USA

Senior Brand Manager – PM USA Digital Value

2021 – 2024

- Led cross-functional team to develop, build, and deploy consumer-level discounting (Personalized Value Delivery or PVD) including pre-launch testing, consumer-level modeling strategy, and post-launch test and learn roadmap to inform future iterations and optimization.
- Developed digital value and equity test and learn plans to understand consumer reaction to various offer types, configurations, values, equity assets, and messaging to apply learnings moving forward to drive longitudinal consumer behavior in-line with brand strategies.
- Identified and prioritized the concepting, development, and in-market testing of digital use cases that align with brand strategies to influence consumer purchase behavior, drive brand affinity, and create mutual alignment with key retail and third-party stakeholders.
- Oversaw \$520 million in spend through Marlboro Loyalty Fund Program (LFP) including core program performance against business KPIs, investment/divestment decisions based on real-time business dynamics, consumer purchase data acquisition through Loyalty IDs (LIDs), as well as LFP-related tests to constantly inspect areas to improve business results and data collection.
- Managed a team and supported their development, up-skilling, and career progression while ensuring their areas of responsibility were progressing and meeting both short- and long-term goals and objectives.

Brand Manager – IQOS Digital Experience

2019 – 2021

- Led cross-brand marketing strategy for IQOS inclusive of leveraging marketing channels and infrastructure from combustible brands in-line with enterprise conversion goals while gathering data and learnings from adult consumers to optimize future executions.
- Managed relationships with three marketing agencies to deliver MARCOMs with a consistent brand look/feel with omni-channel alignment while working within a regulated FDA framework including 30-day notifications and quarterly/annual tracking and reporting implications.
- Launched social media as a marketing channel – an Altria first – inclusive of Instagram, Facebook, and Twitter (X) while simultaneously developing strategy, KPIs, and marketing content for all social media channels inclusive of organic outbound and community management.
- Responsible for strategy, KPIs, and content development and deployment for all email, direct mail, SMS, and other database activations.
- Rolled out initial paid media buys across both print and digital advertising including development of creative assets, audience segmentation, testing and optimization, and third-party age-verification of ad delivery.

U.S. SMOKELESS TOBACCO COMPANY

Brand Manager – Portfolio Value & Revenue Growth Management (RGM) Strategy

2018 – 2019

- Orchestrated National pricing and value strategy across multiple value delivery tools for the brand portfolio of U.S. Smokeless Tobacco Company, including leading national brands Copenhagen and Skoal, as well as price-value brands Red Seal and Husky.
- On-going integration of multiple value tools to optimize spend while continuing volume, share of category, and income momentum.
- Developed long-term strategy for each SKU/SKU Grouping based on consumer purchase structure by geography, SKU-level elasticities, brand equity, competitive activity, and marketplace dynamics.
- Managed, re-allocated, and tracked value budget of ~\$190 million while working with finance department to ensure delivery of quarterly and annual financial results in-line with enterprise objectives.

Senior Assistant Brand Manager – Price Value Brand Portfolio

2017 – 2018

- Drove brand awareness and equity scores across all relevant channels including: web, email, Mobile Coupon platforms, direct mail, magazine print advertising, point of sale material, online promotions, and packaging design.
- Dismantled event marketing infrastructure to reinvest marketing dollars for larger impact in other channels.

ALTRIA GROUP DISTRIBUTION COMPANY

Lead Customer Analyst – RaceTrac Petroleum Account Team

2016 – 2017

- Responsible for proactive business analytics across 4 categories to drive actionable insights aimed at growing volume, share of category, and share of market for Altria operating companies and RaceTrac. As of departure from role, PM USA volume was +2.3% vs YAGO, PM USA SOM was +0.6pp. USSTC volume was +11.3%, USSTC SOM was +1.4pp. JMC volume was +14.9% vs YAGO, SOM was +0.9pp vs YAGO.
- Developed and internally/externally sold the creation of custom programs to drive additional volume ahead of industry growth rate, tailored by geography to gain simultaneous learnings to inform future trade programs and executions.
- Created a region-wide field sales analyst network to facilitate sharing of analytical models and ideas as well as training of 3 new customer analysts on both systems and conceptual analytical approaches.

Unit Manager – Myrtle Beach, SC

2013 – 2016

- Developed and trained a team of 6 Territory Sales Managers while responsible for approximately 800 retail outlets and \$90 million in annual revenue across four separate operating companies.
- Led a regional retail chain spanning multiple states and a direct buying wholesale account to improved business trends and share increases for Altria operating companies including the expansion into a new category.
- Sales area lead for Walmart with responsibility spanning more than 300 Walmart locations which included providing local direction and analyzing data through Walmart's Retail Link vendor system to improve performance and increase sales dollars by 15% for cigarettes and 3% for MST in geography of responsibility year over year.

Sales Development Associate – Bellevue, WA

2013

- Trained 2 newly hired employees to be proficient in all aspects of the Territory Sales Manager role.
- Called on retail chain account with multiple outlets in the Spokane, WA area.

Territory Sales Manager – Seattle/Tacoma, WA

2012 – 2013

- Managed a top revenue-generating territory of approximately 150 retail outlets across multiple trade classes including key account, franchise, and independent locations that generated approximately \$100M in annual revenue.
- Signed multiple high-volume locations to operating company trade programs that had historically been unwilling to partner with Altria increasing contracted cigarette volume coverage by 23pp to 96%.
- Spearheaded a district-wide selling initiative that increased contract penetration by 9.2pp of total industry volume inclusive of building and facilitating training, providing tools to aid in selling conversations, and weekly updates to track progress against objectives.

Certifications & Awards

Top 20% for Marketing Excellence
GARTNER / CEB
Google Analytics Individual Certification
GOOGLE
Social Media Marketing Certification
HUBSPOT

Digital Marketing Certification
HUBSPOT
Digital Advertising Certification
HUBSPOT
2nd Place – National Team Selling Competition
INDIANA UNIVERSITY – KELLEY SCHOOL OF BUSINESS

Education

UNIVERSITY OF WASHINGTON – FOSTER SCHOOL OF BUSINESS

- BA in Business Administration – Concentration in Accounting
- Minor – Spanish Language

Inclusion, Diversity, and Equity (ID&E)

WOMEN'S NETWORK – ALTRIA EMPLOYEE RESOURCE GROUP (ERG)

Data and Analytics Committee Lead

2021 – Present

- Lead the creation and on-going maintenance of Women's Network ERG's data and analytics reporting process and tools to generate insights on ERG's enterprise impact, membership/roster demographic reporting and trends, ERG event and programming attendance/impact, and progress against ERG stated KPIs.
- Created forum for cross-ERG data and analytics leads collaboration and sharing of best practices to enhance measurement and reporting across all Altria ERGs.
- Grew committee to a team of 4 to support increasing data/reporting requests from ERG Leadership and Committee Leads with ERG.