



# JANELLE ANDERSON

## CEO RIP-IT SPORTS

### EXPERIENCED BOARD DIRECTOR, CEO, AND CMO

#### **MULTI-INDUSTRY FORTUNE 500 COMPANIES, START-UPS WITH 20+ YEARS OF EXECUTIVE EXPERIENCE. "C-SUITE DECATHLETE"**

## SELECT BOARD SERVICE

American Red Cross Dallas

Champions' Circle-University of St. Thomas-Founding Member Women D1 student-athletes

CMO Forum-DFW Credera

## BOARD AND EXECUTIVE SKILLS

Building and Executing Growth Strategies for Fortune 500 and Start-ups

Consumer Brand, Channel & Customer Marketing Strategies

Integrated Marketing via social, digital, shopper, and e-commerce

Strategic Selling & Business Development

P&L Management, top & bottom line

Investor Relations

Transformational Vision & Change, Leadership & Talent Development

Fortune 100, start-ups, CPG, Hospitality, F&B, Wine & Spirits

## LEADERSHIP MANTRA

"Lead From Every Seat"

## CONTACT

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Janelle is a high-achieving, intent change leader with successes driving revenue, profit, and share growth in CEO and CMO roles. She has 20+ years of leading and executing business and brand strategies, customer experience, and transformational capabilities for Fortune 500 companies and start-ups. Janelle is a change catalyst and an accomplished strategist, marketer, and leader, delivering meaningful results in CPG, F&B, wine, and travel businesses. She is known as the "C-Suite decathlete."

Janelle is currently the CEO of RIP-IT sports, which is dedicated to a single, impactful mission: enhancing female athletic performance to empower her future. RIP-IT has grown 19% to \$36M under her leadership, improving adjusted EBITDA margins by 147%. Under Anderson's leadership, RIP-IT introduced the Future Court Volleyball Shoe and powered volleyball technology and the Swiftstep RingorPro with new softball technology.

As CEO of Fresh Vine Wine, Janelle led a high-growth wine company, authoring vision, implementing business plans, and overseeing P&L decisions. In 2021, she led VINE's IPO, raising \$22.5MM and launching VINE on the NYSE, where it was one of the 6% of women-led companies. She executed the business plan, accelerating quarterly growth by 675% Y v. Y, 43%, and sequentially.

Before FVW, Janelle was CMO of Global Marketing, Customer Experience, and Digital Officer at American Airlines. In this role, she led American's global marketing efforts, including developing and implementing brand and marketing strategies across the entire travel journey, with responsibilities for media, partnerships, and sponsorships. She led the Premium customer service strategy and design, including Admiral Clubs and award-winning Flagship Lounges. She also led the global digital team to design the app and .com revenue streams. Janelle built American's first marketing mix model, delivering impressive returns ROAS and ROI.

Janelle spent 15 years at PepsiCo, rising to VP of Shopper Marketing across all PEP divisions for the top-tier retail partners. She delivered transformational change by bringing the first successful team cross-divisional shopper marketing team together for Frito-Lay, Pepsi Beverages, and Quaker. Authoring the reorganization, sales integration, and new digital capability, the team exceeded the plan by \$105MM. Her team catapulted to the top-ranked US Shopper Marketing team within a year in Kantar. Janelle led multiple \$1B+ brands while at PEP, focused on building marketing strategies, brand visioning, and positioning, and excelled in developing winning strategies, sports marketing partnerships, and activations.

Janelle began her career in General Electric's Leadership Development Program, rising to become Master Black Belt in the Six Sigma program.

She holds a Master of Business Administration from the University of Michigan's Ross School of Business with Distinction and a Bachelor of Arts, Business Administration from the University of St. Thomas, graduating Summa Cum Laude. Additionally, she earned 2x Academic All-American Honors while swim team captain.