

Nick Mysore

Nick's background as consumer researcher, brand marketer and corporate strategist for both CPG & Technology companies provides a unique blend of experience and skills that qualify him to drive business growth.

His entrepreneurial spirit and business acumen have driven growth of multi-million dollar brands within the food industry in senior positions such as President & CEO for Vim Vitae, VP of Strategy for Frontier Communications, Head of Market Strategy at Dean Foods, Senior Director of Enterprise Strategy at ConAgra, and General Manager of TXU Energy's Out of Territory Energy division.

His expertise in branding, insights, and ecommerce platforms have assisted many small businesses in the Dallas area. He has been an advisor to portfolio companies backed by angel and private equity investors, which he guides on strategy development, marketing, and sales growth initiatives.

KEY CHARACTERISTICS

- Business and insights leader
- Track record of successful business growth in the Food & Retail, and Technology Industry
- Held \$100M+ P&L responsibility
- Advised on the launch of a \$1B Flavored Milk brand in the USA
- Established and grew marketing and insights organizations of 100 + people
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- Well versed in primary market research, syndicated analysis, social media & digital strategy, big data and strategic intelligence techniques
- Focused on building business

Led Market Strategy & Research for Dean Foods in many senior positions including head of market strategy.

- Helped transform 30+ regional milk brands into **TruMoo**, a national \$900MM+ flavored milk brand.
- Appointed by the U.S. Secretary of Agriculture to the board of the 'Milk Processor Education Program' (Milk PEP) to help revitalize the milk industry – he advised on the "Milk Mustache," and "Got Milk?" campaigns.

Held leadership roles in Strategic Marketing and Finance for Con Agra Foods

- Led growth initiatives for entering the Chinese and Indian markets
- Co led the Alexia Potato acquisition
- Developed the "Green Is Good Campaign" and guided the initiatives to create innovations in Health & Wellness for the "**Healthy Choice**" franchise.

Nick Chairs the Dallas Mentoring program, helping entrepreneurial companies grow. He spearheaded the "2014-15 Entrepreneurial Idol" program where some of the brightest Texas start-ups participated.

Nick is the managing partner of NPower Ventures and is an Adjunct Professor of Marketing Strategy for the Executive MBA program at SMU.

Testimonial – CMO of Dean Foods:

"I have known Nick Mysore for over 10 years both as a colleague as well as a good friend. He is a brilliant strategist with a genuine honest personality that is practical and drives business results with foresight". Nick's ability to see the problem, create a solution and a plan, and make it happen is exceptional."