

BROOKE W. EFFRON

Brooke@BWEConsultancy.com | New York, NY | www.linkedin.com/in/brooke-effron/

STRATEGIC GROWTH EXPERT | CEO ADVISOR | GLOBAL MARKET EXPANSION | TRANSFORMATION | SUSTAINABILITY
CPG | ENTERPRISE RISK | FOOD & BEVERAGE | HEALTHCARE | MEDIA | RETAIL | TECHNOLOGY | TELECOM

VALUE-ADDED EXPERIENCE FOR BOARDS



- Experienced board member and creative, business-minded marketing professional with 25+ years of driving profitable growth and transformative change through strategic leadership and consumer-centric innovations, creating value for stakeholders across industries.
- Proven track record addressing C-suite executives' needs with high-level, targeted solutions for companies, including AB InBev, Danone, Diageo, and Unilever.
- Launched, expanded and operated businesses, built brand identities, oversaw risk and crisis mitigation, and made strategic governance decisions.
- Qualified board member for growing, middle market, privately-held, consumer-focused companies.

ADVISORY & BOARD SERVICE

TIG Collective (Paid Independent Directors Community of TIG Venture Capital Fund) 2022 - Present

Advisory Board Member – Philosopher Foods | Moonshot Wine Company, LLC | Nemi Native Foods

- Counsel CEOs/ Founders on all aspects of governing companies, including operational, financial and business strategic direction as well as funding and compliance.

Mount Sinai Health System's Auxiliary Board (\$11.9B ARR & 6.2MM patients annually) 2010 - Present

Executive Committee - Secretary/ Assistant Treasurer Officer

- Subcommittee of Mount Sinai Health System's Board of Trustees. Self-funded entity whose mission is to enhance patient care through seed funding of social services programs, volunteerism and education.
- Ensure financial stability, protecting assets with prudent decisions. Support board initiatives.

The Well Network, LLC

2024 – Present

Co-Founder/ Governing Council Board Member

- The Well Network is a national, membership-based organization committed to bringing together and empowering the CPG and Wellness ecosystem of founders, investors and affiliates.

Community Organization Board

2007 – 2019

EDUCATION

The Wharton School of The University of Pennsylvania, PA | MBA

Princeton University, NJ | BA | *cum laude*

ADVISORY CLIENTS

Alinea | AB InBev | AT&T | BH 46 | CentralReach | Chobani | Chop't | Clareast | Colorific | Continental Mills
Danaher | Dannon | Diageo | Eastman | GoGirl Finance | H&S | Hasbro | HEX | IIHS | Just Salad KIND | MLS
MSA Security | Oura Health | Parmela | Purina | Teladoc | Time Inc. | Tulsa, OK | Ubiome | Unilever

CAREER HIGHLIGHTS

BWE CONSULTANCY, LLC, New York, NY

2003 - Present

Global consulting firm that advises public & private entities across industries on expansion initiatives, transformation & turnaround strategies, branding, innovation, consumer insights, customer segmentation and business governance

DANONE (OTCMKTS: DANOY): Business Intelligence and Customer Experience:

- Catapulted Dannon's share (+2pts.) and increased consumer loyalty after years of stagnant growth by uncovering valuable strategic insights with actionable business recommendations across portfolio.

ANHEUSER-BUSCH INBEV SA (NYSE: BUD): Product Innovation

- Identified and recommended to leadership seven global innovation territories for future growth.
- Accelerated new products pipeline with launch of largest non-beer entry in 25 years (5% of sales).

MSA SECURITY, AN ALLIED UNIVERSAL COMPANY: Crisis Mitigation

- Uncovered and addressed Human Resource gaps and deficiencies, offering guidance to PE Board and Management how to improve organizational structure and communications for 5,000 employees.

DIAGEO (NYSE: DEO): Enterprise Portfolio Oversight

- Turned around Smirnoff Vodka globally by overseeing ground-breaking brand architecture, shepherding revolutionary package re-design of core variants, and realizing significant production savings (\$130MM).

TIME WARNER (NYSE: TWC): Customer Experience

- Re-positioned one of Time Inc.'s major entities to become EBITDA positive.
- Initiated marketing programs for top corporate clients, stabilizing business & creating shareholder value.

UNILEVER (NYSE: UL): Product Innovation/ Board of Directors' Exposure/ Sustainability Oversight

- Spearheaded and gained Board of Directors approval for Unilever's first ever non-partnered Lipton Ready-to-Drink global launch (\$180MM), and initiated two additional ventures (\$120MM & \$100MM).
- Led Knorr sustainable living plan, resulting in Unilever globally reducing waste footprint 32%, lowering greenhouse gas emissions 65%, and achieving 100% renewable grid electricity.

TULSA, OK: Strategic Transformation

- Structured \$700MM municipal revitalization plan, helping successfully draw cutting-edge industries to area, attracting young professionals and ensuring continued solvency and prosperity of city.

TELADOC (NYSE: TDOC): Change Management

- Guided leading telehealth provider through major employment transition after \$125MM acquisition of HealthiestYou with careful and thoughtful management of all internal and external communications.

PROFESSIONAL ASSOCIATIONS & ACCOLADES

- **"50 Women to Watch for Boards"** - 50/50 Women on Boards 2025 Honoree
- **Certificate in Private Company Governance** - Private Directors Association
- **Certificate in Corporate Governance** - The Wharton School of the University of Pennsylvania
- NYSE Board Services/ Women Corporate Directors
- Class Agent for Princeton University's Annual Giving Fund