



Brooke W. Effron

[LinkedIn](#) | Brooke@bweconsultancy.com

Board Director | CEO Advisor | Consumer & CPG Specialist

Strategic Growth & Transformation Expert | Operational Scaling | Governance | Enterprise Risk | Consumer Strategy

- Drives P&L growth and enterprise value creation for global consumer brands, including ~\$500MM in Lipton business launches at Unilever (NYSE: UL), \$100MM+ in production savings for Diageo, and a +2% category share increase for Danone.
- Leads brand transformation, product innovation, and market expansion for Fortune 500, public, private equity-backed, and founder-led companies, including Unilever, Diageo, Danone, AB InBev, Teladoc, Danaher, Time Warner, and MSA Security.
- Guides senior executives through market expansion, M&A integration, business transformation, stakeholder messaging, and crisis mitigation, including communications for Teladoc's \$125MM acquisition of HealthiestYou and organizational, workforce, and reputational risk for a global security firm with 5,000+ employees.
- Advises emerging brands, CEOs, and founders on market strategy, customer segmentation, governance, operational growth, innovation, and capital readiness as they prepare to scale.

Board Experience:

TIG Collective, TIG Venture Capital Fund

2022 - Present

- Advisory Board Member to founder-led food and beverage companies, including Philosopher Foods, Moonshot Wine Company, and Tuyyo Foods, providing guidance on governance, market expansion, compliance, brand positioning, and innovation.

Mount Sinai Health System's Auxiliary Board

2010 - Present

- Board Member | Executive Committee Member | Secretary | Assistant Treasurer

The Well Network, LLC

2024 - Present

- Co-Founder and Governing Council Board Member of a national CPG and wellness organization connecting founders, investors, and industry leaders through access, education, mentorship, and business development.

Career Highlights:

BWE Consultancy, LLC — Founder & CEO Advisor

- Leads companies through complex growth and transformation initiatives, including M&A integration, organizational restructuring, crisis mitigation, and strategic change management.
- Supports multigenerational consumer businesses on franchise development, operational consistency, governance, and long-term growth strategy.

Unilever / Lipton — Product Innovation, Commercialization & Enterprise Growth

- Launched nearly \$500MM in global Lipton businesses, including securing board approval for Unilever’s first non-partnered Lipton Ready-to-Drink global launch.
- Led growth and sustainability initiatives across major food categories, including waste reduction, greenhouse gas reduction, and renewable electricity goals.

Diageo | Danone | AB InBev — Growth Strategy & Consumer Intelligence

- Managed the global turnaround of Smirnoff Vodka through brand architecture, package redesign, portfolio strategy, and savings exceeding \$100MM.
- Helped increase Danone’s dairy and plant-based category share by +2% through consumer research, business intelligence, and strategic recommendations.
- Identified seven global innovation territories for AB InBev and supported the launch of the company’s largest non-beer entry in 25 years.

Tulsa, OK — Strategic Transformation

- Helped shape a \$700MM economic revitalization initiative designed to attract emerging industries, support workforce growth, and strengthen long-term regional competitiveness.

Education & Certification:

- MBA, The Wharton School, University of Pennsylvania
- AB, cum laude, Princeton University
- Certificate in Private Company Governance, Private Directors Association
- Certificate in Corporate Governance, The Wharton School, University of Pennsylvania
- Advancing Enterprise AI Governance, Rock Center for Corporate Governance at Stanford University

Board Organizations & Accolades:

- NYSE Board Services | Wharton Alumni for Boards | Women Corporate Directors | Private Directors Association
 - Named “50 Women to Watch for Boards” in 2025 by 50/50 Women on Boards
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