

CHRISTOPHER CASEY

San Antonio, TX 78257 | 704-437-9932 | chris@liongroupco.com

STRATEGIC ADVISOR & GLOBAL BUSINESS EXECUTIVE

Management advisor and business executive with 25+ years of experience developing and implementing profitable growth strategies and capability-building programs across a wide range of industries.

Demand-Driven Growth Strategies New Product Innovation Strategic Marketing Capability Building Programs P & L Management Consumer Insights Mergers & Acquisitions Executive Team Leadership Analytical Problem Solving
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PROFESSIONAL EXPERIENCE

UNIVERSITY OF THE INCARNATE WORD, San Antonio TX 2022 to present
ADJUNCT PROFESSOR, H-E-B SCHOOL OF BUSINESS

TEXAS A&M UNIVERSITY - SAN ANTONIO, San Antonio TX 2023 to present
ADJUNCT PROFESSOR, MANAGEMENT and MARKETING

THE LION GROUP, San Antonio, TX 2016 to present
MANAGING DIRECTOR

- Strategic advisory sole proprietorship focused on improving the business performance of companies in transition (PE-backed, turnarounds, startups, etc.)

INVENTIV HEALTH / SYNEOS HEALTH, New York, NY 2017 -2018
GLOBAL LEADER, KEY ACCOUNTS AND SERVICES

- Brought in by PE shareholder to lead strategic re-positioning of \$1B Commercial Division providing sales and marketing solutions to pharmaceutical manufacturers
- Member of Commercial Leadership Team; established new Strategic Account Management and Innovation functions; accelerated liquidity milestones for shareholders

THE NIELSEN COMPANY, Chicago, IL 2011 to 2016
EXECUTIVE VICE PRESIDENT, NIELSEN INTERNATIONAL WATCH and BUY BUSINESSES, 2015-2016

- Guided global teams to deliver profitable growth on \$400M+ audience measurement business across 40 countries by initiating and instituting effective product expansion and investment discipline.
- Completed restructuring of global Consumer Insights business, including client prioritization, pricing discipline, new product launches, and digitalization of operating processes.

PRESIDENT, GLOBAL INNOVATION BUSINESS and CONSUMER INSIGHTS BUSINESS, 2013 to 2015

- Led \$500M global business with 2,000+ associates. Took over business with declining revenue and got back to growth through new products, tactical acquisitions, and revitalized organization.

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THE NIELSEN COMPANY (cont), Chicago, IL 2011 to 2016

SENIOR VICE PRESIDENT, NIELSEN BUY STRATEGY and GLOBAL INNOVATION PRACTICE, 2011 to 2013

- Drove the strategic planning and prioritization of \$150M investment portfolio of strategic initiatives for global Buy businesses. Directed screening and due diligence for Mergers and Acquisitions.
- Designed and launched Nielsen Innovation Report franchise across US, Europe and Asia
- Guided transformation strategies for portfolio of businesses providing information and analytics services to consumer goods and retail industry.

THE CAMBRIDGE GROUP, Chicago, IL 2006 to 2011; 1999 to 2000

PARTNER, 2006 to 2011; **PROJECT DIRECTOR**, 1999 to 2000

- Advised senior clients across industries on growth strategies for premiere demand-driven consulting firm. Utilized demand segmentation and economic analysis to design and deliver growth and new product development plans.

MONITOR GROUP, Chicago, IL 2000 to 2006

GROUP LEADER (PARTNER)

- Advised senior clients across industries on customer-driven growth strategies. Created capability-building programs that enabled clients to implement new plans.
- Established plan to launch marketing strategy advisory unit in Asia

A.T. KEARNEY, Chicago, IL 1992 to 1999

PRINCIPAL, MANAGER, ASSOCIATE

- Led consulting engagements across a wide range of industries on strategic sourcing, operational improvement, intercompany pricing, and growth issues.
- Co-launched Marketing Strategy Practice, and won two Innovation Awards (Return on Marketing Investment, Integrated Strategic Measurement)

EDUCATION & PROFESSIONAL ACTIVITIES

MASTER IN MANAGEMENT

Kellogg Graduate School of Management, Northwestern University, Evanston, IL

F.C. Austin Scholar for exceptional leadership

BACHELOR OF ARTS, *cum laude*

Middlebury College, Middlebury, VT

High Honors in Economics