L. CELESTE BOTTORFF

Unique Growth Strategies

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### SUMMARY

Deep expertise in building successful, differentiated growth strategies. Experienced, award-winning corporate director with 21 years of public and private board service, including Executive, Audit, Compensation and Governance Committee roles. Multi-functional managerial experience includes both Fortune 500 and fast growing small and medium sized companies, as well as high level consulting experience with McKinsey & Co.

**DIRECTOR EXPERIENCE**

* **Hire Dynamics (**private company) **(2002-2016)** Executive Committee

*Hire Dynamics is the 3rd largest commercial staffing company in the Southeast, is ranked among the top 1% nationally for superior service and has been listed 8 times on Inc.’s Fastest Growing Private Companies.*

* Contributed growth strategies, marketing and branding advice
* Served on the search committee for the CEO to succeed the founder
* **Caraustar Industries** **(2003-2010)** Audit, Compensation, Governance Committees

*Caraustar Industries is a $1.6 billion company in the recycled paper manufacturing business.*

* Contributed strategic leadership during the company’s turnaround and efforts to refinance/privatize during the financial crisis of 2008.
* Guided Caraustar’s marketing management to reposition products leading to rapid, more profitable growth
* Focused the Board on the impact of short-term decisions on long-term strategy.
* Nominated by Caraustar’s Board and selected by OnBoard for the 2008 Lettie Pate Whitehead Evans award as Georgia’s outstanding female board member
* **International Food Information Council (2013-2015)** Executive Committee

*IFIC communicate science-based information on food safety and nutrition*

* **Purdue University College of Science (2005-2018)** Executive Committee
* **Cystic Fibrosis Foundation of Georgia (1992-1998)**  Executive Committee

# PROFESSIONAL EXPERIENCE

**HIRE DYNAMICS**

CHIEF MARKETING OFFICER (2016-present)

* Create strategic initiatives that contribute to Hire Dynamics growth. Hire Dynamics has been listed 8 times on Inc magazine’s list of fastest growing private companies, including the last 2 years.
* Mentor senior leaders
* Lead public relations and media

**THE COCA-COLA COMPANY**

VICE PRESIDENT, GLOBAL HEALTH & WELL-BEING INITIATIVES (2013-2016)

* Developed and implemented strategies and programs to drive awareness and understanding of evidence-based science around wellbeing, beverage ingredient safety, active healthy living, other relevant topics
* Overcame obstacles to build strong global relationships with key health professionals, organizations and leading academics
* Directed and developed strategy for the award-winning Beverage Institute for Health & Wellness (BIHW), a hub for scientific information and education for health care professionals

VICE PRESIDENT, LIVING WELL; COCA-COLA NORTH AMERICA (2007-2013)

* Led development and successful implementation of Coca-Cola’s first strategic corporate reputation framework
* Established strategic partnerships and unique, game-changing programs with leading health professional associations, NGO’s, government agencies, customers
* Led creation of highly rated advertising, and innovative, effective integrated marketing campaigns
* Represented the company through regular public speaking engagements, press interviews, key meetings and conferences

GROUP DIRECTOR, CHANNEL MARKETING; FOODSERVICE (2004-2007)

* Led team to create and implement growth strategies, programming for restaurants and convenience stores
* Led critical strategic project to create and test a new business model and partnership with Coca-Cola’s bottler system

OTHER POSITIONS: General Manager, Soft Drinks; Fountain (2002-2004); Area Marketing Manager; Manager, Independent Market Development; Manager, Field Planning (1987-1990)

**AHL SERVICES, INC. (1996-2001)**

#### SENIOR VICE PRESIDENT—MARKETING AND STRATEGY

*Outsourced critical business services: aviation and commercial security, light industrial and call center talent, marketing campaign execution services*

* Developed strategy and led multiple functional groups to grow a multi-national business services company from $210 million to $915 million in revenue in 4 years, while sustaining compounded net income growth of over 100%.
* Instrumental in positioning and executing company’s successful IPO and follow-on offerings
* Identified and managed seller relationships to close first five acquisitions
* Managed media relations through several high-profile aviation and commercial security events

## ATLANTA JOURNAL-CONSTITUTION (COX ENTERPRISES) (1993-1996)

MARKETING DIRECTOR

* Collaborated with Editor to develop and implement a new business strategy for newspaper, resulting in increased advertising revenues and readership

## INTERCONTINENTAL HOTELS (HOLIDAY INN WORLDWIDE) (1990-1993)

###### DIRECTOR, GLOBAL PLANNING

* Created growth strategies for Europe, Asia and North America
* Led rebranding initiative for Holiday Inn in United States, Germany and United Kingdom

## McKINSEY & CO., INC. (1983-1987) Engagement Manager; Technology and Marketing Practices

**AMERICAN AIR FILTER CO. (1979-1981)** Applications Engineer

**GENERAL ELECTRIC CO. (1977-1979)** Process Control Engineer, Major Appliances

## FERMI NATIONAL ACCELERATOR LAB (1975-1977) Accelerator Operator; Physicist II

**EDUCATION**

## University of Virginia, Darden Graduate Business School, MBA

**Purdue University, BS** Physics

**HONORS and RECOGNITION**

* **Lettie Pate Whitehead Evans Award:** Nominated by Caraustar’s Board of Directors and selected by Onboard as Outstanding Woman on a Public Company board in Georgia
* **Purdue University Old Master:** Honoree
* **Purdue University College of Science:** Distinguished Alumni Award
* **Cystic Fibrosis Foundation:** Lifetime Achievement Award, Board Member of Year
* **Atlanta Power Woman Award**
* **Best Annual Report** by new public company: AHL Services report
* **Newspaper Association of America Marketer of the Year**: AJC team award
* **Fermilab:** Recognized for breakthrough improvement in accelerator design