



# John Callahan

## CMO

John has spent 25 years driving business growth through marketing in B2C and B2B channels.

📞 (678) 982-5638

✉️ [john@yorcmo.com](mailto:john@yorcmo.com)

🌐 [Connect with John on LinkedIn](#)

### Meet John:

John has spent 25 years driving business growth through marketing in B2C and B2B channels through strategic brand management, innovation, sales and retail management with a focus on building sales and marketing teams faster and more profitably than industry standards.

With experience managing both top-line and bottom line growth, he has worked with billion-dollar brands, startups companies, and turnaround businesses. He also has extensive experience working with private equity firms at the board level.

He has worked with companies including PepsiCo, P&G, and Rubbermaid and covered a diverse range of household name brands including Tropicana, Quaker, Equal, Tide, and Purina as well as challenger brands like Zep, Enforcer, Evercare, and Country Vet and has experience in go to market distribution strategies across a variety of B2C and B2B channels.

John began his career working with Kroger and Walmart, and then pivoted to the manufacturing side after business school. After starting his marketing career with PepsiCo,

He found his passion in working with small to medium sized businesses and challenger brands by positioning those brands to win in the marketplace against much larger national brands. He has successfully worked in high growth categories as well as commoditized businesses to grow sales and market share.

### Industry Experience:

- Retail
- Food & Beverage
- Start-ups
- Manufacturing
- Multinational Industries
- E-Commerce

### Specialties:

- Marketing Strategy
- Digital/Social Marketing
- Lead Nurturing
- Plan and Budget Development
- Brand Strategy & Management
- Sales & Marketing Alignment
- Software Evaluation and Integration
- Executive and Marketing Team Coaching

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