

Lori Tauber Marcus

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Executive Biography

Lori Tauber Marcus is a highly accomplished global business leader—classically trained in consumer products marketing and known for innovatively building brands in commercial environments.

After graduating with honors from the Wharton School, University of Pennsylvania, Lori began her career at AC Nielsen—the world’s largest marketing information and television ratings company. As a Senior Promotion Analyst and Account Executive serving such clients as Nabisco, Coke, Tropicana and Maybelline, she honed her skills in marketplace analytics, business development, client management, and public speaking.

Lori joined PepsiCo (PEP/NYSE) in 1987 and was energized to learn all aspects of marketing, sales and general management with an academy marketing company world-renowned for developing great leaders and brands (e.g. Pepsi, Mountain Dew, Gatorade, Tropicana, Dorito’s, Lay’s and Quaker). She was repeatedly identified for and promoted into start up assignments and distinguished herself by generating exceptional results in customer-facing shopper-marketing roles while building brand-enhancing programs in the retail and foodservice/hospitality segments.

As VP of Marketing & Strategy in PepsiCo’s newly formed Foodservice Business Unit, Lori pioneered the practice of customer-specific product innovation and led a cross-functional team that introduced *Mountain Dew Baja Blast* nationally at Taco Bell restaurants in 2003; it remains one of Taco Bell’s top selling fountain beverages today. Known as an entrepreneurial, results-oriented executive, Lori was hand selected by Pepsi’s CEO to break open the decades-long exclusive partnership that Coke enjoyed with McDonald’s—the world’s largest restaurant operator.

As SVP, Global General Manager, she solidified an alliance with McDonald’s senior executives and secured the first ever sale of Pepsi beverage products and Quaker Oatmeal in McDonald’s U.S. Following this success, Lori was again asked to create a marketing organization and spearheaded a diverse team that brought packaging innovation to the retail market, such as the award-winning Mountain Dew 'Sidekick' single serve bottle. She also formed a portfolio marketing team that produced national programs for Pepsi’s marquee properties, including NFL, MLB and The X-Factor.

After a highly successful 20+ year career with PepsiCo, Lori joined The Children’s Place (PLCE/NASDAQ)—a major apparel retailer with 1000+ stores in North America, growing e-commerce business, and newly opened locations in Saudi Arabia. As SVP, CMO, she drove the company’s first ever brand/consumer segmentation strategy and re-tooled social media and digital marketing initiatives to support focus on the 'mobile mom' target. She is also credited with establishing and launching the company’s first ever consumer loyalty program, 'My Place Rewards'.

Outside of her business pursuits, Lori is deeply passionate about community service. She serves on the Board of Directors of the Multiple Myeloma Research Foundation (MMRF) and chairs the Resource Development Committee while conducting extensive fundraising efforts. Previously, she served on the Board of Directors of the Foundation for America’s Blood Centers (FABC) and Norwalk Hospital’s Strategic Marketing Committee.

Lori attributes much of her success to a life-long commitment to nutrition, wellness and fitness. She is an avid runner and enjoys yoga, cycle spinning, and hiking. She currently lives in Connecticut with her husband and two daughters.