

METRO COUNCIL VACANCY APPLICATION FORM

KRS 67C.103(6) provides that a person must satisfy the following criteria) to serve as a member of Metro Council:

No person shall be eligible to serve as a member of a consolidated local government council unless he or she is at least eighteen (18) years old, a qualified voter, and a resident within the territory of the consolidated local government and the district that he or she seeks to represent for at least one (1) year immediately prior to the person's election. A council member shall continue to reside within the district from which he or she was elected throughout the term of office.

Please provide the following information:

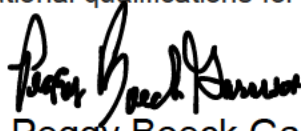
Full Legal Name: Peggy Boeck Garrison _____
(First, middle and last names)

Date of birth: [REDACTED] _____

Current residential address: 2084 Lakeside Drive, 40205 _____

Length of residence at current address: 2 7 _____

By submitting this form, I hereby certify that the above information is true and correct, and I meet all the statutory and constitutional qualifications for the vacant office for which I am applying.



Peggy Boeck Garrison 2/22/23

(Applicant signature and date)

PEGGY BOECK GARRISON

Louisville, KY 40205 | [REDACTED] | [REDACTED]

MARKETING LEADER

Strategic and creative marketing and communications executive experienced at leading marketing planning, execution and personnel driving revenue and profitable growth. Proven track record of success developing strategic campaigns to achieve the organizations goals. Passion for insights and data-led solutions with both corporate and agency experience. Strong sense of urgency, initiative and drive for results. Outstanding team leader with extensive list of testimonials.

CORE COMPETENCIES

Brand Building & Re-Positioning | Market Research & Segmentation | Client Management & Account Service
Strategic Planning & Creative Development | Storytelling | Media Relations | Program Tracking & Analysis | Leadership
Collaboration | Business Development & Category Management | Product Innovation | Integrated B2c & B2b
Communications Strategies | Budget Management | Team Building | Purchasing | Freelance Services Management

PROFESSIONAL EXPERIENCE

PepsiCo, Purchase, NY

2012 – 2022

Sr. Customer Marketing Manager, PepsiCo, Purchase, NY

National account marketing lead for Fortune 100 Company, responsible for strategic development and planning with PepsiCo's top foodservice clients, including KFC and Papa Johns. Trusted adviser to executive leaders, applying best practices and trends to drive consumer behavior and \$655MM+ net revenue (6%+ YOY avg. growth) across the foodservice organization.

- Delivered \$2B+ in sales by building marketing strategies grounded in data and insights.
- Led category management strategy for top-tier customers increasing beverage sales \$345MM.
- Grew net revenue \$200MM+ leading and directing the development and launch of two premium lemonade products, signature DEW flavor and two culinary (Cheetos and Doritos) innovations.
- Marketing Maven Award winner for going above and beyond to deliver Marketing Functional Excellence and new Ways of Working.
- PepsiCo Platinum Award winner for leading and launching a new beverage product, resulting in \$16MM division net revenue growth and \$55MM incremental sales growth for customer.
- Led national promotional partnerships, including contract negotiations (NBA, NFL, NASCAR, Shaquille O'Neal, etc.) to grow YOY sales.

TracyLocke (Omnicom Group), Wilton, CT

2003 – 2012

Account Director

Strategic leadership designing and developing marketing / promotional programs for premier PepsiCo Foodservice customers, including YUM! Brands (KFC, Taco Bell, Pizza Hut, LJS, A&W), Arby's and Quiznos.

- Delivered marketing strategies and concepts to PepsiCo marketing and sales teams to amplify brand growth and with internal team members to develop their skills and build strong client relationships.
- Led \$90MM sales growth for PepsiCo, rolling out the most comprehensive and successful foodservice integration with a major QSR customer. Activated the KFC kids' meal across all consumer touchpoints driving awareness, traffic and sales by integrating multiple PepsiCo brands, nationally recognized partners and properties.
- Directed qualitative and quantitative research projects leading data analysis and insights development for beverage related menu and merchandising strategies.

ADDITIONAL PROFESSIONAL EXPERIENCE

Mercantile Stores, Inc., & Dillard's Department Stores

Broadcast Advertising Director

EDUCATION

Bachelor of Arts (BA), Communications

University of Louisville

Summer Program

Kentucky Institute for European Studies, Bregenz, Austria

Communications & Journalism Courses

University of Kentucky, School of Journalism, College of Communications