

# Peri Shaplow



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[www.perishaplow.com](http://www.perishaplow.com)

\* Underlined brands link to creative examples \*

## Experience

Barkley (Previously Grenadier), Strategy Director, Boulder, CO – 2016-2018

Sole strategist at Barkley Boulder leading all AOR, project work and new business pitches. Strategic lead on the Zoodles new product launch for Noodles & Company, a primary contributor to the brand's path to revitalization. Key accounts included NBH (Community Banks of Colorado/Bank Midwest), Einstein Brothers Bagels, Pinnacol Insurance, Larkburger, Noodles & Company, Winter Park Resort, Travelpro, Cafe Rio, Pizza Patrón, Stanton Optical. Developed quarterly customized trend reports and related brand implications for all clients.

Made, Strategy Director, Boulder, CO – 2015-2016

Strategic lead on TGI Fridays and Lyft

Developed 18-month promotional calendar for the Fridays brand based on sales and marketing objectives. Led the development of and co-authored a new brand architecture. Launched the successful Riding Is The New Driving campaign for Lyft, resulting in significantly positive shifts in brand awareness and perceptions against category leader, Uber.

Grey, Strategic Planning Director, New York, NY – 2012-2015

Global strategic lead on P&G-owned billion dollar brands Febreze/Ambi Pur and Downy/Lenor. Additional strategic leadership at Grey included: Red Lobster, Marriott Hotels, T.J. Maxx, National Parks Service, One World Observatory at One World Trade Center, 9/11 Day Of Service.

Promoted from Senior Strategic Planner to Strategic Planning Director.

Now What, Consultant, New York, NY – 2008-2012

Managed and conducted large scale digital and in-home ethnographies for 5 Gum, Bubblicious and Pace Salsa.

Saatchi & Saatchi, Senior Strategist, New York, NY – 2006-2008

Responsible for all day-to-day strategic planning needs for General Mills brands including: Lucky Charms, Cookie Crisp, Cocoa Puffs, Trix, Reeses's Puffs, Honey Nut Cheerios.

Sterling Brands, Director of Design Planning, New York, NY – 2004-2006

Contributed to all aspects of design strategy for: Playtex Feminine Care and Baby Care. Key contributor to the launch of Playtex Sport, one of the brand's most successful launches to date. Additional brand work included Meow Mix, Beano, Goody's & BC powder.

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Dr. Pepper Snapple Group, Manager, Consumer Understanding, Rye Brook, NY – 2002-2004  
Contributed to all aspects of creative strategy, new product development and communication initiatives for Snapple, Nantucket Nectars, Yoo-Hoo, Orangina, Stewarts and Hawaiian Punch.

DiMassimo Goldstein, Junior Planner, New York, NY – 2000-2002  
Provided strategic support on The Plaza Hotel, Crunch Fitness, Hotwire.

## Education

Ohio University, E.W. Scripps School of Journalism – BSJ, 2000

## Passions

Event Organizer: Cycle For Survival, NYC/CO  
Board Member: Mother House, Boulder, CO  
Volunteer: Efaa, Boulder, CO  
Founder: Costume Patch