

John O'Maley

CPG SALES AND MARKETING LEADERSHIP

Cincinnati, Ohio | 513-227-7191

john@johnomaley.com | [linkedin.com/in/johnomaley](https://www.linkedin.com/in/johnomaley)

Professional Summary

CPG sales and marketing consultant with more than 25 years of experience helping consumer brands develop products, prepare for buyer meetings, and expand retail distribution. Advised 300 clients, launched 200 different brand products successfully, and led client participation successfully in 300 ECRM trade shows. Combined Procter & Gamble experience with hands-on expertise in sales strategy, broker management, account development, and marketing execution. Building on the sales and marketing disciplines learned at Procter & Gamble, I established a consulting practice that has served clients, helping consumer brands move from product development to retail distribution. My practice evolved into a fractional leadership model, giving startups and small companies access to senior sales and marketing expertise without the cost of a full-time executive.

Core Expertise

CPG Sales and Marketing Strategy • Retail Launches and Distribution • New Product Development • Sales and Broker Management • Account Development • Buyer Presentations and Communications • Marketing and Advertising • Sales Content • Business Training • AI-Powered CPG Growth

Professional Experience

John O'Maley & Associates Founder and Consultant | johnomaley.com

A national, sales, and marketing consulting company specializing in consumer-packaged-goods products.

Established a consulting practice grounded in the sales and marketing disciplines learned at Procter & Gamble, guiding consumer brands from product development through retail distribution.

- Advised clients on sales, marketing, and retail business opportunities across multiple consumer-product categories, and multiple trade channels driving significant business growth and expanded retail distribution.
- Provided sales and marketing strategy, buyer communications, broker management, account development, and execution support, leading to distribution in 13,000 to 60,000 retail stores in 3 years or less.

Selected Retail Distribution Results

Drove sales and retail distribution for the following brands over **20+ years**.

- **Ginsana** | branded ginseng, Pharmaton: **60,000 stores over 3 years**.
- **BreathRx** | premium oral care, Discus Dental: **55,000 stores over 3 years**. Acquired by Philips Sonicare.
- **Endurox** | supplements, Pacific Health Labs: **34,000 stores over 2 years**.
- **Sinupret** | cough and cold, Bionorica: **34,000 stores over 2 years**.
- **UrineOff** | pet stain and odor removal, Bio-Pro Research: **30,000 stores over 3 years**. Acquired by Cosmo Corporation.

Selected Retail Distribution Results Continued

- **Dr. Atkin Diet Video** | Atkins Nutritional: **40,000 stores over 1 year.**
- **Myclins** | Union Springs Pharmaceutical: **30,000 stores over 2 years.**
- **Chromatics** | rainwear, Totes, Inc.: **20,000 stores over 1 year.**
- **Hollywood Miracle Diet** | dietary supplement, Sunset Health: **25,000 stores over 3 years.**
- **Yeast Gard** | Lake Consumer Products: **20,000 stores over 3 years.**
- **SmartGuard** | dental products, SmartGuard, Inc.: **15,000 stores over 4 years.**
- **Jesse Girl Cosmetics:** **12,000 stores over 2 years.**
- **MG 217** | psoriasis products, MG Research: **15,000 stores over 2 years.** Acquired by Triton Consumer Products.
- **NESIS Brain Health Products** | Used AI to reduce national launch timing from **12 to 6 months.** Distribution approved at GNC, Vitamin Shoppe, and Meijer after presenting at a Vitamin and Supplement ECRM Trade Show.

Early Professional Experience

Procter & Gamble | 6 years

Manufacturing, Sales, and Marketing Experience

- Gained hands-on factory and field experience in manufacturing, sales, marketing, and advertising, building a foundation in consumer-product operations and commercial execution.
- Developed account and business growth skills through disciplined preparation and execution. Created personal standing operating procedures for pre-appointment preparation and post-appointment execution: competitive analysis; anticipated buyer objections; professional, compelling PowerPoint presentations; presentation practice; specifically asking for the order; immediate, detailed follow-up communication; and relentless follow-up leading to purchase orders.

United States Army | 5 years

Ranger, Captain, and Armored Tank Company Commander

- Led military operations as an armored tank company commander.

Education

United States Military Academy at West Point

Bachelor of Science in General Engineering

Varsity basketball • Glee Club

Community Leadership and Service

- Author of 100+ books specializing in business, Artificial Intelligence, and child online protection.
- Founder, Parents Protecting Children, Inc., a nonprofit supporting family online safety.
strongerfamiliesonline.com