



# SUMMIT TOOLKIT

## **SMALL GROUP MENTORSHIP** LEARNING FROM CAREERS IN RETAIL & SUBSCRIPTIONS



### FEATURING

**Reggie Casagrande // Head of Strategy, Global Sports Marketing // Oakley**

**Katie Rosen Kitchens // Co-Founder // FabFitFun**

**Andrew Rebhun // CMO // El Pollo Loco**

## Mentors



### **Reggie Casagrande // Head of Strategy, Global Sports Marketing**



Strategic, creative professional with extensive consumer marketing expertise across all things brand. Balancing 360 integrated marketing across culture, sports, fashion + entertainment verticals. Known for conceptualizing and driving high touch experiences that are visually led, digitally focused, deeply immersive and emotionally resonate. Specialty: Culture & Sports Marketing for global brands. Entrepreneurial mindset from the client & agency side with the ability to pioneer white space, build relationships, processes & manage teams that deliver complex holistic projects implemented across global regions.

Extensive strategy experience within matrix organizations and navigating digital transformation for omni channel brands. Connecting the dots at the intersection of culture, community, and commerce with a proven track record of growing brands & driving revenue. ENTJ personality, passionate team mentor.

### **Katie Rosen Kitchens // Co-Founder *fabfitfun***

Katie has led its evolution as a female-focused media brand, from writing about great lifestyle products to getting them into people's hands. Since launching the FabFitFun lifestyle box 2013, Rosen Kitchens has shifted her energy toward curating fresh and exciting brands for FabFitFun members and overseeing all brand partnerships and product development. Building on this to place the brand at the intersection of content, community and commerce, Rosen Kitchens has spearheaded FabFitFun's evolution into one of the most-loved membership services that spans beauty, fashion, fitness, home, tech and more. As editor in chief, Rosen Kitchens continues to oversee all of FabFitFun's content including its quarterly lifestyle magazine, video, online and social posts, and spearheads FabFitFun's charity initiatives.



Continue





**Andrew Rebhun // CMO**



Andrew delivers first-to-market products and profitable growth for billion-dollar brands across Fortune 50 companies, including McDonalds Corporation and Ford Motor Company, through product innovation/launch, brand strategy, integrated marketing, digital transformation, and customer service. He's a franchisee leader with keen understanding of franchise models and partnerships – achieving unprecedented growth, sales and profitability. I bring expertise in commercialization, from new products to existing product expansion, to repeatedly turning around underperforming businesses. Andrew is known as an engaging people leader who operates with agility, motivating employees and franchisees at both general office and regional environments, employing

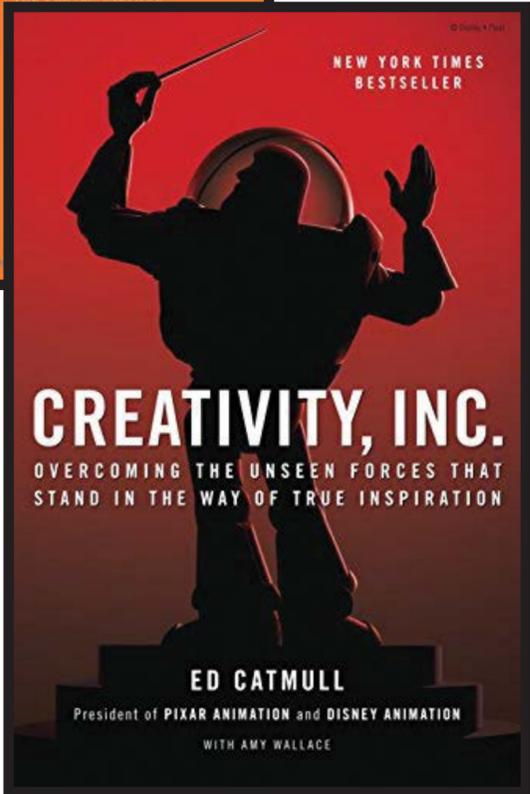
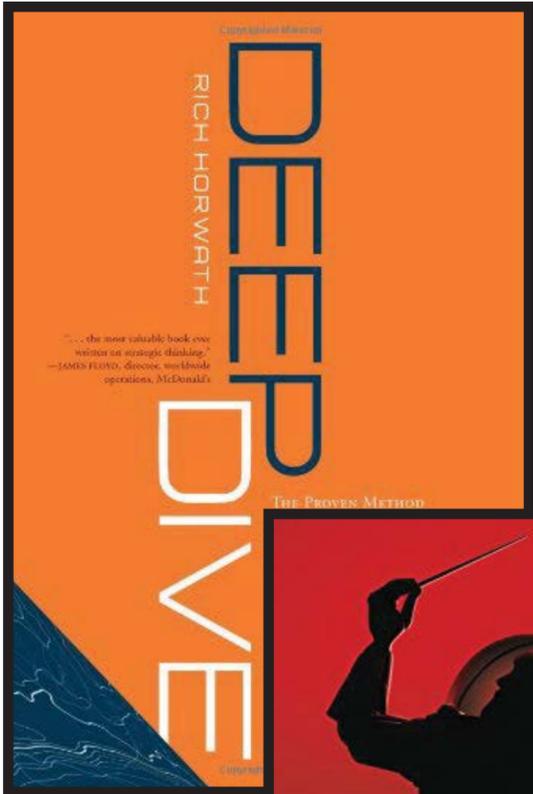
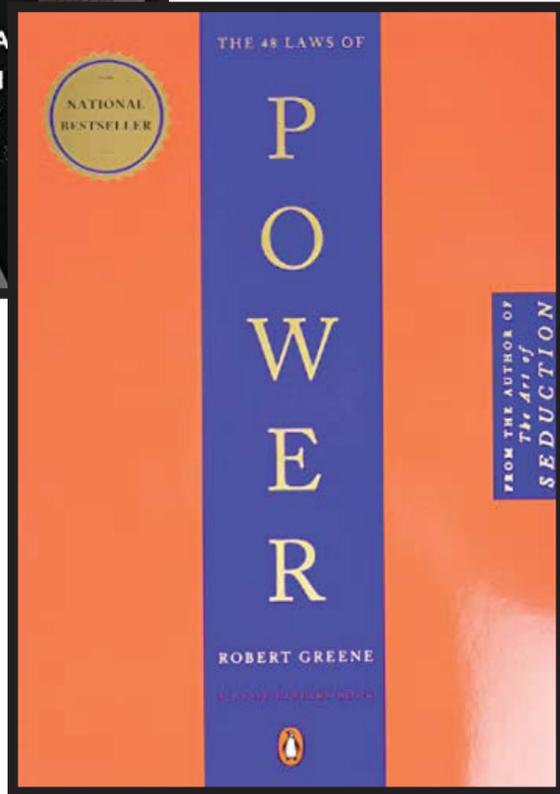
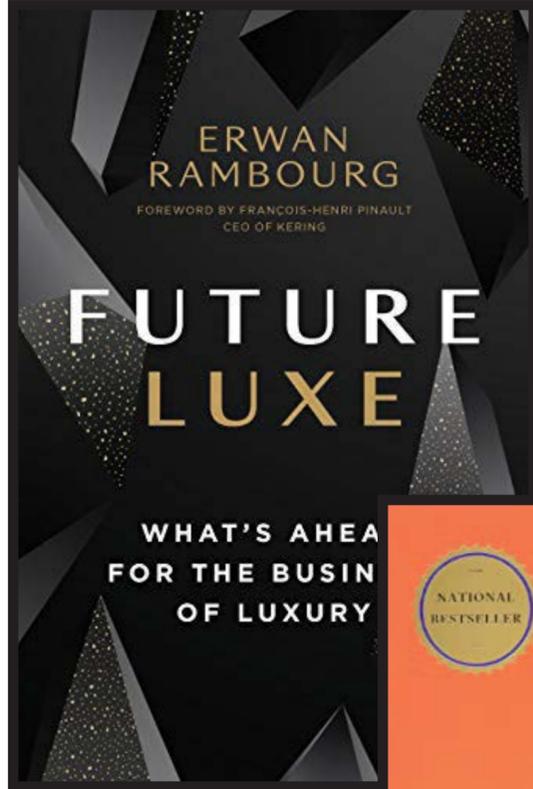
## Key Learnings

### Reggie

- Visualize your career journey and position yourself the way you want to be perceived
- Always have your elevator speech ready in case you meet senior leadership in the hallways or a social setting
- Over communicate if you are working horizontally in a matrix organization in a cross functional role
- Don't engage on group emails, wait until others do and then formulate a response
- Always educate yourself and build your skillset to facilitate access to the role and team you want to be on

# Recommended Readings + More!

## Reggie



\*Click to access