

Michael Saxon

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Executive Summary

- Global consumer products executive with assignments in the USA, Europe, and Asia
- Led business units with full P&L responsibility from \$100 million to \$3 billion
- Set income and market share records consistently, both as challenger and a market leader
- Broadened through cross-functional roles in sales, marketing, and corporate development
- Succeeded in various go-to-market models, including wholesale, distributor, and DSD
- Managed cross-functional teams that created new products/brands to address portfolio gaps
- Led teams from five to 1000+ and re-structured commercial operations multiple times
- Operated in different regulatory systems and successfully influenced government policy
- Experienced key account background and set records as head of the Wal-Mart Account Team
- Led commercial teams during diligence and integration for seven acquisitions
- Worked across the C-suite to build a corporate venture fund to accelerate innovation/M&A

Corporate Work History

- Started career with PM USA in field sales, progressing to leadership roles in different regions
- Reassigned to PM Int'l in 2002 to modernize commercial operations in Central/Eastern Europe
- Led commercial teams through turnarounds in two different Asian countries (Taiwan & Malaysia)
- Remained with PM Int'l in general mgmt. roles following its spin-off from Altria Group in 2008
- Appointed CEO of Norway & Demark in 2009 and set revenue and income records all three years
- Recruited by Altria Group's Chairman & CEO in 2012 to lead new business development
- Built and ran Altria Ventures that invested in technology and product companies
- Appointed to lead turnaround of Altria's second largest and \$3.5B business unit
- Founded SXN Strategy Partners in 2017 to advise Boards and the C-suite on growth strategies

Consultant Work Examples

- Advised a \$50B PE fund on a \$3B transaction in the beverage category
- Advised a Canadian PE firm on an acquisition of an analytical services laboratory
- Advised an early stage VC fund on an acquisition of a SaaS company
- Advised a three-year-old alcohol beverage company on national expansion
- Advised various start-ups on their product launch and fundraising plans
- Advised many institutional investors on changing landscape of the consumer products

Board Work

- i-command, Board Member of a Phoenix based voice technology company
- MangoLocal, Board Member a Tampa based machine learning data services company
- Trolley Ventures, Investment Committee Member of a seed stage Virginia based VC fund
- Astia, C-suite Advisor and Investment Screening Committee Member (www.astia.org)

Education

University of Georgia | Bachelors in Business Administration | Marketing Major | 1995

Community Interests

Chair, Goochland Special Education Advisory Committee
Board Member, Autism Society of Central VA (www.ascv.org)
Mentor, Startup Virginia Innovation Hub
Mentor, TerryConnect at UGA's Terry College for Business