

**Dean's Advisory Council (DAC)
Executive Bio: Suzanne Clarridge**



President/CEO My Brands

Suzanne is founder of My Brands (<http://mybrands.com>). The company provides well-known brands with direct-to-consumer ecommerce solutions. The core of the business is providing Consumer Packaged Goods (CPG) manufacturers with complete and controllable ecommerce solutions that enable a brand's consumers to purchase across the entire product portfolio. The company's goal is to provide the best turn-key, outsourced "where-to-buy" solution. As a contracted service to the branded CPG industry, My Brands purchases the product from the manufacturer, takes the consumer order, warehouses, picks, packs and ships the products directly to the consumer's door.

Suzanne graduated from Pittsford-Mendon High School and went on to earn a BA in Political Science from Oakland University in Rochester, Michigan and then her MBA in Marketing from Rochester Institute of Technology. She began her career as a teacher at the State University of New York at Brockport, teaching marketing and management. Following that, Suzanne pursued a career in marketing and general business management with companies including Diamond Packaging, Hefty (Mobil) and Fisher Price (Mattel). The majority of her CPG career was spent with Hefty where she began an Assistant Brand Manager. Suzanne was promoted to senior brand management positions as she worked on Hefty Cinch Sak, Hefty Cups and Hefty Plates.

It was during her years working at Hefty that Suzanne envisioned the idea for My Brands. She considered starting the company for several years and finally on July 1, 2000 she began the process of writing the business plan that launched My Brands. The company shipped its first order July 1, 2001.

Suzanne lives in Henrietta, NY. She has two rescue dogs. Her interests include skiing, yoga, gardening and golf.