

**Brian J. Hunt**  
**Strategic Marketing Consultant/Trusted Advisor**

Brian J. Hunt founded MarketShare, Inc. in 1996 after a successful eighteen-year career as a corporate and field marketer with Hardee's Food Systems, Inc., Pizza Hut, Inc. and Reebok International. Under Hunt's leadership MarketShare has served over forty clients, including a half dozen Fortune 500 companies, helped several B2B companies build their brand and accomplish desired acquisitions, and helped several struggling companies achieve significant revenue and profit reversals.



Hunt recently served as an account manager with Leader Enterprises, Inc. leading the GLOCK and General Mills account teams. Hunt trained and helped develop Leader's team of sharp young professionals, simultaneously providing strategic shopper marketing support for the accounts themselves. Hunt developed the "shoes on feet" and "guns in hands" shopper marketing strategies for Mizuno and GLOCK.

Hunt entered the marketing vocation as a Promotions Assistant with Hardee's Foods Systems, Inc. in Rocky Mount, North Carolina in March of 1978. Shortly after his hiring, Hardee's senior marketing management enrolled him in a custom tailored fast track training program including sales promotion, advertising, research, new product development and field marketing management. Hunt became the Senior Marketing Manager for Hardee's Specialty Food Service Division before leaving after five years with the company.

Hunt moved to Atlanta in 1982 and spent almost twelve years with Pizza Hut, Inc. as the Director of Marketing. In 1989 he led the regional business team to develop a comprehensive Five Year Business Plan that leveraged Pizza Hut's one-number delivery order taking capability and aggressive market wide asset management program to catapult Pizza Hut to a fifty percent share of market in 1994. Hunt developed several breakthrough radio, print and database marketing programs that leveraged state of the art technology. He was recognized as a leading sports marketer who developed innovative, highly visible, traffic generating promotional partnerships with the Atlanta Falcons, Braves, Knights, Hawks and Georgia Tech.

Hunt moved to Reebok International in 1994 as their first Region Marketing Director and was responsible for organizing and developing an effective field marketing team. During his tenure Hunt developed inaugural co-branded marketing plans with the top ten regional accounts and developed the comprehensive Atlanta market retail sales and presence plan for the 1996 Olympics.

Having guest lectured at Georgia Tech and Georgia State University over several years, Hunt has also been invited to speak for several professional organizations, including the International Newspaper Advertising and Marketing Executives Association, the Association of National Advertisers (Radio Advertising Committee) and several American Marketing Association functions. Hunt served as a member of the Georgia State University Sports Administration Executive Advisory Board and currently serves as chair on a non-profit Board of Directors.

A native of Rochester, NY, Hunt served four years in the United States Air Force before graduating from Barton College in Wilson, NC in 1977 with a BA in English Literature. He is the husband of Sarah Windham Hunt and the father of six wonderful children. Hunt is active in his church, community, enjoys cycling, yard work, reading and time with his family.

"Brian Hunt has always exceeded our expectations at Coca-Cola North America working on key channel and sales marketing programs (such as occasion based marketing) to not only develop the strategy document but also translate it into impactful sales material. His top qualities are expertise, integrity and getting great results."

Steve Hyland  
Director, Retail Merchandising  
Coca-Cola North America

"Brian Hunt is a brilliant marketing consultant that delivers fantastic results with the utmost integrity and accountability. I've had the pleasure of hiring him a few times during my ownership of Database-GUYS Inc. (DGI) and Database-Brothers Inc. (DBI), and he's consistently delivered positively impactful results resulting in improved branding and revenues. Hire Brian without a moment of hesitation."

Scott Hayes  
President and Founder at DBI  
Software