

Brian Rawson

EDUCATION **University of Virginia** Charlottesville, Virginia
The Darden Graduate School of Business
MBA May 1993

Brigham Young University Provo, Utah
B.S. Organizational Psychology April 1986

EXPERIENCE **Teaching, Consulting, and Managing** Wichita, Kansas

1996-2005 **The Coleman Company** Wichita, Kansas
Senior Vice President, General Manager, Coleman Products (2005)
Complete P&L responsibility for softlines, hardlines, and licensing business units (\$4

Senior Vice President, Marketing & Product Development (2002-2003)

Accountable for worldwide product development and marketing functions. Oversaw entire process from idea generation to marketing/sales launch of product/services. Three direct reports: VP Design Engineering, VP Marketing--

1993-1995

PepsiCo Food Systems

General Manager, Marketing and Opinion Research (1994-1995)

Wichita, Kansas