




**Dee Hadley**  
*Newton, MA*

Dee is a brand management expert who leads efforts to achieve rapid brand growth and revitalization in competitive markets that require fresh thinking. She launched her business career at a car-stereo start-up; she led sales and marketing and helped it grow to nationwide distribution in three years. She spent 12 years with Fortune 500 consumer packaged-goods companies, including Unilever, Sara Lee, and ConAgra, leading marketing for brands like Hanes, Breyers, Popsicle, Entenmann's, and Kid Cuisine. She also served as chief marketing officer at Pizza Hut Korea, Bob

Evans, and Uno's. Dee has led all aspects of marketing including branding, advertising, promotions, digital/omni-channel marketing, and new product innovation, at both public and private-equity backed companies. She received the YUM Marketer of the Year Award, YUM Chairman's Award, The Most Powerful & Influential Women of Ohio Award, and the Ohio Asian Leaders Award. Dee has served on the board of the Ohio Wildlife Center and the advisory board of The Global Retail Marketing Association. She earned an MBA from the Kellogg Graduate School of Management at Northwestern University.



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courage, confidence,  
and character,  
who make the world  
a better place.**

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