

KHOA ANH TRINH

Senior Strategy & Category Management Consultant

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PROFESSIONAL SUMMARY

Senior business strategist with over twenty-five years spanning Fortune 500 category leadership at PepsiCo, Unilever, and Warner Bros., a five-year Managing Partner role at GMB North America, and an active independent consulting practice serving founders and small teams across CPG, legal tech, restaurant, specialty agriculture, fintech, and nonprofit sectors. Director-level experience leading category strategy at the Best Buy account, with a documented record of multimillion-dollar category growth, retailer exclusivity, Vendor of the Year recognition, and data-driven category captaincy across more than a dozen national accounts. Operates today as a senior independent consultant working directly with founders who need real strategy without the Big 4 price tag — no junior team, no agency layer.

CORE COMPETENCIES

Category Management & Retail Insights · Strategic Partnerships & Negotiations · Go-to-Market Strategy & Execution · Marketing & Promotions Strategy · POS & Panel Data Analytics (Nielsen / IRI / Circana) · Team Leadership & Capability Building · Category Captaincy & Joint Business Planning · Entrepreneurial Venture Building · Financial Modeling & Investor Documentation · Brand Positioning & Founder Narrative Strategy

PROFESSIONAL EXPERIENCE

Independent Consultant / Business Strategist

2012 – Present

Strategic advisor to retailers, manufacturers, founders, and service businesses on category management, growth strategy, market entry, brand positioning, and investor documentation. Active engagements span CPG, legal tech, restaurant, specialty agriculture, fintech, and nonprofit sectors.

SELECTED RECENT ENGAGEMENTS

Davina Casas Portfolio

2026, active

Built comprehensive growth strategy across a portfolio of four businesses (Balousek Law, Monarch Immigration Services, MC Concrete and Iron Works, 1CS Solution). Delivered a 90-day growth roadmap, grant-campaign blueprint, and full website content audit including copy, navigation, and conversion recommendations.

MC Concrete and Iron Works, Inc.

2026, active

Developed professional contract template covering residential and commercial concrete and ironwork engagements. Built a three-payment structure, mechanic's-lien protection language, and operational cleanliness clauses.

CaseMatch.me

2026, active

Legal-technology matching platform connecting individuals with attorneys through plain-language scenarios. Delivered founder-narrative strategy and built the full About/Founder section using a personal, raw tone; provided complete Base44 implementation prompt.

United Giving Hope

2026, active

Humanitarian nonprofit. Delivered first-stage Base44 website build and full strategic rebranding package. Concurrent Board service (see Philanthropy & Board Service).

Catered Greens

2025, active

Zero-commission food marketplace operating profitably in Portland with expansion underway in Seattle and Chicago. Delivered go-to-market strategy, unit-economics modeling, and brand positioning that differentiated the platform from commission-heavy competitors.

Van Tassell Ventures

2006 – Present

Two-decade strategic advisory relationship spanning three distinct ventures (see breakout below).

KMJ VanTassell Pearl Company · Authored full business plan modeling best-case \$124M+ Year 1 revenue; designed a first-of-its-kind pearl-rental program model.

IFI Food Therapy · Built three-year \$1.73B revenue financial projection model supporting a Cornell-validated food-therapy product.

Pacific Northwest Specialty Poultry · Authored investor presentation modeling a single-lot grass-fed poultry test scaling to ten lots.

SELECTED CAREER ACCOMPLISHMENTS (INDEPENDENT PRACTICE)

- Developed Category Management capability for national retailers, driving sales and profitability strategies
- Designed Go-to-Market programs leveraging POS and panel data to surface trends and growth opportunities
- Deployed AI-powered learning platforms supporting employee capability development
- Supported real estate investment and rental property operations in Nashville, TN
- Founded Nuvonni, a luxury perception design agency

LIFETIME KEY ACCOUNTS (ACROSS ALL ROLES)

Publix · Kroger · Target · Supervalu · Best Buy · Safeway · Albertsons · Meijer · Costco · RaceTrac · Constellation Brands · Georgia-Pacific · Philips Electronics · Electronic Arts

GMB North America

2013 – 2017

Managing Partner

Led the launch and development of three new business lines as Managing Partner. Owned strategy, partnerships, operating model, and end-to-end execution across each line.

- **Launched** a new battery business unit from concept through commercial launch
- **Developed** a new logistics business line, building the partner pipeline and operating model from a clean sheet
- **Built** the firm's e-commerce capability, establishing direct-to-consumer infrastructure and revenue stream

Warner Brothers Entertainment Group

February 2010 – November 2012

Director of Category Management — Best Buy Team

Served as Category Captain with Best Buy, managing senior-buyer relationships, developing strategic category plans grounded in consumer metrics, leading the category team, and owning financial planning and forecasting.

- **Grew weekly base-dollar sales from \$15M to \$16M (+28%)** in the Catalog and Recent Release category
- **Led Joint Business Planning during Best Buy's category reduction**, optimizing assortment to deliver growth where the category was expected to decline

Unilever

February 2003 – May 2009

Senior Category Management Manager — Target Team

2005 – 2009

Minneapolis, MN

Managed six categories across food and personal care. Created and executed joint business plans with Target Corporation; led a category analytics team.

- **Grew food category from \$22M to \$41M (+86%)**
- **Secured Personal Care exclusivity** with Target

Category Development Manager — Slim-Fast & Personal Care Division

2003 – 2005

Deployed forecasting and merchandising tools to manage Target's business across the division.

- **Achieved double-digit growth** in Personal Care
- **Earned Category Validator status** with Target Corporation
- **Vendor of the Year** — Target Corporation

Pepsi Cola North America

August 2000 – February 2003

Category Management & Analytics Lead

2001 – 2003

Led national-account analytics and a category-insights team. Standardized reporting infrastructure and consulted with convenience, food, and mass-channel retailers.

- **Earned Category Captaincy** for Pepsi

- **Grew Mountain Dew and Aquafina share** at key national accounts
- **Created national category standards**, winning 25% more shelf space

Strategic Retail Analyst

2000 – 2001

Conducted analytics for sales teams, senior management, and retail partners.

- **Developed an AI-powered self-analysis tool**, materially reducing reporting time

ENTREPRENEURIAL VENTURES

A selection of brands and ventures personally built or backed outside of client engagements:

- **Nuvonni** — Luxury perception design agency. Engineered illusion · Elevated perception.
- **Blast Power Gum** — Functional energy gum venture — Nice, France
- **LA Fuel** — Functional energy drink — Miami, Florida
- **OPM** — High-fashion retail — St. Louis Park, Minnesota
- **Green Fire Brands** — Consumer product development — Seattle, Washington
- **CaribPay** — Fintech and digital payments venture targeting Caribbean and cross-border remittance markets

PHILANTHROPY & BOARD SERVICE

United Giving Hope (UGH)

2026 – Present

Board Member

Humanitarian nonprofit. Strategic advisory plus first-stage Base44 website build and full brand-strategy rollout.

Kids Feeding the World Foundation

2006 – 2008

Founder

Founded and operated a humanitarian food-relief initiative. Partnered on food-bank launches across multiple regions and provided a proprietary blended food-powder meal-replacement product.

Dominican Republic Volunteer Service

2008 – 2010

Housing-development volunteer. Raised funds in support of a local school.

EDUCATION

MBA, Business Administration

Florida Institute of Technology · 2002

BBA, Finance

Idaho State University · 2000

Economics Coursework

University of Washington

AA, Business Management

Lower Columbia College

LANGUAGES

English (native) · **Vietnamese** (fluent)

REFERENCES

Dee Van Tassell

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