Danielle Starr Sturm

Brand and Product Marketing

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SKILLS

High-level marketing strategy expertise across the entire large ruminant business, specialized in product launches and lifecycle management within the beef and dairy biologicals and feedlot implant sectors. Proven success in translating complex veterinary and Ph.D. recommendations into high-impact campaigns tailored to the North American feedlot industry. Adept at cross-functional leadership, account retention, and M&A brand integration, with a strong track record of seamlessly ingesting new companies, unifying diverse brand architectures, and establishing clear market positioning under a global corporate umbrella.

EXPERIENCE

TELUS AGRICULTURE & CONSUMER GOODS - *BRAND & PRODUCT MARKETING MANAGER*

January 2023 - PRESENT

Protected high-value producer relationships and retained premium accounts across the North American feedlot industry by designing cohesive brand messaging, high-level campaign strategies, and strategic customer experience initiatives in collaboration with an elite team of veterinary consultants and Ph.D. animal scientists.

Unified commercial portfolios and stabilized brand equity under a global corporate umbrella by spearheading post-acquisition brand integrations, leading cross-functional efforts to seamlessly ingest new companies, harmonize brand architectures, and establish clear market positioning.

VYTELLE, FORMERLY GROWSAFE - *GLOBAL MARKETING & COMMUNICATIONS MANAGER*

June 2018 - December 2022

Unified global brand architecture and amplified market voice across the industry by leading a strategic corporate integration that merged the products and services of two global entities through an enhanced digital strategy and high-level media engagement.

OSBORN BARR - *ACCOUNT SUPERVISOR*

October 2013 - May 2018

Defended baseline market share and accelerated product launches for an animal health client's large ruminant business, driving commercial growth within the beef and dairy biologicals and feedlot implant sectors. By partnering closely with the client's internal teams, I deployed national campaigns and localized regional activations that countered competitor pressure, optimized product adoption, and expanded brand footprint.

CERTIFIED HEREFORD BEEF - *SALES & MARKETING MANAGER*

May 2012 - October 2013

Established and scaled the Certified Hereford Beef brand across foodservice distributor, retail, and consumer segments by designing high-impact promotional materials and architecting a comprehensive new website launch.

EDUCATION

PURDUE UNIVERSITY - *Bachelor of Science in Retail Management | Minor in Animal Science and Organizational Leadership & Supervision*

LONDON COLLEGE OF FASHION - *Certificate in Fashion Merchandising*