



# 4xi

Global Consulting & Solutions  
*Inspiring a brighter future, together*



## Executive Biography



### **John Kandemir** CMO in Residence

John is an experienced marketing and sales professional with 30 years of expertise in both service and manufacturing industries. Over the past 20 years, he has held key roles in Marketing Management and Sales Support across multiple business units, including K-12, Higher Education, Healthcare, and Facility Services. He has led initiatives that enhanced customer satisfaction, retention, and profitable growth.

John's career highlights include spearheading branding initiatives for both consumers and business, establishing one of the Big 4's first digital inbound marketing function, and developing marketing playbooks that lead to growth and retention. He has also developed insight-driven marketing strategies, led internal creative agencies, and contributed to product and service innovations that improve consumer satisfaction and drive sales growth.

John also worked at Givaudan Flavors & Fragrances, International Paper, and Procter & Gamble, where he launched successful products and developed market-focused strategies. Known for his analytical approach, John integrates data and insights to ensure measurable, sustained success. With 30 years of marketing and consulting experience in food service and manufacturing, he brings broad expertise in consumer insights, brand development, and strategic planning.

John offers consulting services in areas such as strategic growth planning, customer research, marketing campaigns, brand development / guidelines, brand refresh, stakeholder engagement, operations assessment, marketing / sales tool development, fresh-eyes, digital marketing strategy, proposal and presentation templates, and other marketing support services.

John received a Bachelor of Science Degree from Drexel University in Philadelphia, with a Major in Electrical Engineering. He also has a Master of Business Administration from Columbia University in New York City.

#### Client Engagements:

John is available to offer support on a consulting basis for individual projects as well as ongoing support related to market based Strategic plans for growth, research development and execution, including focus groups, surveys, VOC, customer journey mapping and more.

John along with the 4xi team can help with marketing, lead generation, brand development, marketing playbooks, and increasing customer engagement.



**MARKETING**



**STRATEGIC GROWTH PLANNING**



**BRANDING**



**CUSTOMER RESEARCH**



**CUSTOMER SATISFACTION**



**INNOVATION**

