



City of Marco Island

Online Advisory Board Application

29 Questions

1) Date of Application *

09/01/2026 04:00:00 PM

2) First Name *

Chris

3) Last Name *

Scherzinger

4) Middle Name

Address

5) Number and Street *

724 Plantation Court

6) Apt. Number

7) City *

Marco Island

8) State *

FL

9) Zip *

34145

Phone Numbers:

10) Home

11) Cell

3179878935

12) Business

13) Email Address *

14) Board or Committee *

☐ Ad Hoc Parking Solutions Advisory Committee

☒ Audit Advisory Committee

☐ Beach & Coastal Resources Advisory Committee

☐ Beautification Committee

☐ Parks & Recreation Committee

☐ Planning Board

☐ Waterways Committee

☐ Police Officers Pension Board

☐ Fire Fighters Pension Board

☐ Marco Island Community Parks Foundation

☐ Collier County Coastal Advisory Committee

Background

15) How long have you lived on Marco Island?

*

☐ 1-2 Years

☐ 3-4 Years

☐ 4-5 Years

☐ 5-10 Years

☒ 10-15 Years

☐ More than 15 Years

16) Are you a year-round resident? *

☒ Yes

☐ No

17) Are you a qualified elector of the City? *

☒ Yes

☐ No

18) Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? *

☐ Yes

☒ No

19) Would you (or any organizations with which you are affiliated) potentially benefit on

a personal level from decisions or recommendations made by this board? *

☐ Yes

☒ No

20) Do you currently hold public office? *

☐ Yes

☒ No

21) Do you now serve, or have you ever served on a Collier County or City of Marco Island board or committee? *

☐ Yes

☒ No

Qualifications

22) Please list your community activities and positions held (Example: Civic clubs, neighborhood associations, etc.):

Locally, I am currently active in Marco Island Senior Softball League (player).

23) Why do you want to serve on a committee?

I have C-suite executive experience in both public and private companies, and an associated expertise in sound financial management that I think could help the city manage its finances, audit practices, and planning capabilities. I believe in helping Marco become a financially stronger community with improved risk management.

24) What issues do you think should be addressed by this committee?

Professional assessment of Audit practitioners, audit process improvements and accuracy improvements, better risk management and controls, leading to a reduction of inefficiencies and drama in these matters.

25) Resume

Chris Scherzinger CV Feb 2025 PDF.pdf

CHRIS SCHERZINGER

724 Plantation Court, Marco Island FL 34145 | ChrisScherzinger@icloud.com | (317) 987-8935

EXECUTIVE PROFILE

Former consumer products CEO now available for Board Directorships and C-Suite consulting/advisory engagements. Diverse CEO experiences across small to mid-cap companies (\$50M-\$2B+), spanning private equity-backed, public, and founder-led businesses. Unique combination of strategic and operational skills, built on 35 years leading diverse global consumer goods businesses, including restructuring transformations, inbound acquisition integrations, and sale narrative creation, including leading a high-profile IPO in 2021.

I am highly skilled at connecting company operational strategies, both in demand and supply, with the P&L and Cash Flow performance. The keys to my successes as a CEO were the ability to drive revenue growth through branding, marketing, product innovation, and distribution expansion, combined with transformational supply chain and manufacturing strategies to enable disruptive gross margin improvement and free cash generation.

I have always been a passionate, hands-on leader skilled in strategic thinking, organization design, the people leadership to enact new strategies, and solving the problems or barriers that hold a company back.

EXPERIENCE

LEDGE LOUNGER INC. | CEO & Board Director | 2023 – 2024

- Took the reins as Ledge CEO in September 2023 from company founder, working with Summit Park Capital and Digital Fuel Capital as PE sponsors. Ledge is a small luxury outdoor furniture company substantially tied to a single product segment designed for pools, with revenues around \$50M.
- Overhauled leadership team with a full-scale reorganization, professionalizing talent, structure, process and execution. Created strategic roadmap for sustainable growth, including brand expansion, product innovation, digital marketing, and commercial channel growth.
- Restructured the lending agreement and capital structure to address financial challenges, securing an equity injection and stabilizing liquidity.
- Drove outperforming business results in 2024, despite very difficult macros: high interest rates and low home sales, which drove down the pool builds market 30-40% (the core company volume source). Grew D2C sales +10% through expanded online reach and improved performance marketing, substantial injection of new product innovation (e.g. the *Halo* patio firepit), and creation of a commercial platform to sell to resorts/multi-family customers adding growth upside for 2025.
- In December 2024, approaching the off-season, designed and executed a strategic SG&A reduction, including the elimination of the CEO and COO roles altogether, transitioning broader leadership to the CFO. Retained a board advisory role and personal equity stake in Ledge.

WEBER INC. | CEO & Board Director | 2018 – 2022

- Led world's premiere barbecue grill manufacturer, driving enterprise valuation from \$1.7B to \$5.0B through organic revenue growth strategies and margin expansion initiatives.
- Grew revenue from \$1.2B to \$2.0B, securing #1 global market share across 78 countries, through new product innovation, retail channel expansion, creation of a new D2C operation, improved branding, and geographic expansion in Europe, APAC, and LATAM, that pushed ex-US sales to 55% of revenue.
- Expanded gross margins by 600+ bps and reduced working capital by -35% through series of operational initiatives, including repatriation of US manufacturing, creation of new European manufacturing and distribution footprint, global ERP upgrade, and S&OP program creation.

- Acquired June Oven company, inbounding a software engineering function and building an internal IOT capability – expanding Weber from a pure hardware/durables company to a connected-device technology company. Won 2020 *CES Best SmartHome Product* award for the new *Weber Connect®* platform.
- Successfully took Weber public (NYSE: WEBR), overseeing the full IPO process with Investment Banker relations, buy-side & sell-side analyst engagement, SEC filings, etc., and successfully transitioned the company to operate as a high-performing public entity.

JARDEN CORP. / NEWELL BRANDS | CEO & President | 2008 – 2018

- CEO of \$2.3B Appliances & Cookware division of Newell Brands (NWL), following 2016 Newell/Jarden (JAH) merger, overseeing powerhouse brands like *Calphalon*, *Crock-Pot*, *Oster*, *Sunbeam*, *Breville*, *Mr. Coffee*, etc., with 3000 employees spanning 5 continents. Surpassed 2017 revenue, operating profit and cash flow targets, despite large-scale integration/organizational changes.
- As CEO of Jarden Branded Consumables group (\$2.2B P&L) from 2014-16, oversaw five diverse operating companies with 9500 employees and 46 manufacturing sites. Key Brands included *First Alert*, *Bicycle*, *NUK*, *Gerber*, *Quickie*, *Lysol*, *Ball*, *Diamond*, *Lifoam*, etc. Drove +4.8% net sales and +8.2% EBITDA CAGRs and led multiple M&A integrations, including \$800M Waddington Group.
- As President & CEO of Jarden Leisure & Entertainment Group from 2011-2014, led \$750M subsidiary group to +14.2% sales and +24.9% EBITDA CAGRs, built on strong turnaround skills, brand and product development, and disciplined financial and operational leadership.
- As President & GM of Jarden Home Brands from 2008-2011, led \$450M operating company to +10.6% sales and +13.8% EBITDA CAGRs driven largely by brand repositioning and sales channel expansion.

JOHNSON & JOHNSON | Group Marketing Director | 2003 – 2008

- Led global OTC Pain Segment (\$1.4B – Tylenol, Motrin, Dolormin, Calpol), built first global branding and marketing strategy, and created \$80M+ NPD pipeline. Previously, led Nutritionals business unit (\$525M – *Lactaid*, *Viactiv*, *Benecol*, *Splenda*) to +12% sales and +15% op income CAGR performance.

S.C. JOHNSON / JOHNSON OUTDOORS | Director of Marketing & Innovation | 2001 – 2003

- Led marketing and new product innovation platform development for \$100M Watercraft business unit.

PROCTER & GAMBLE | Brand Manager | 1995 – 2001

- Led Prilosec, Scope, Crest, Vicks, NyQuil, etc. brands to consistent double-digit growth performance.

GENERAL ELECTRIC | Manufacturing & Engineering Manager | 1991 – 1993

- Series of roles in manufacturing, sourcing, quality, and process improvement (LEAN/SS).

CORPORATE BOARD ROLES

LEDGE LOUNGER INC. | 2023 – 2025

WEBER INC. and Weber-Stephen Products LLC | 2018 – 2022

EDUCATION

NORTHWESTERN UNIVERSITY – KELLOGG SCHOOL OF MNGT | MBA | 1995

- Majors in Marketing, Management Strategy, and Operations

UNIVERSITY OF NOTRE DAME | BS Mechanical Engineering | 1991