



**MJ Jolda**  
**Principal + CMO**  
**CMO+Co.**

MJ has more than 20 years of experience leading marketing teams working in strategy, marketing and innovation in the consumer goods industry. Prior to starting CMO + Co, MJ spent nearly a decade at Reckitt Benckiser where she lead the marketing efforts for several branded portfolio including French's and Redhot. She transitioned to working with Private Equity owned businesses including Pinnacle Foods and Prestige Brands. In 2008 she was brought in to lead the marketing efforts to turnaround / rebrand Marcal.

Through her corporate and Private Equity career and since starting her own business, MJ has consistently grown share, revenue and profitability by focusing on marketing basics and consumer insights. Since starting CMO + Co, MJ has helped a variety of small to mid-sized brands including Uinta® brewing, LILLEbaby®, and dapple® baby-friendly cleaners. She currently serves on the Board for the Association for Corporate Growth NJ Chapter and is a Vistage Member.