

THOMAS “MICKEY” O’MARRA

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PROFESSIONAL SUMMARY

SENIOR PRODUCT & DESIGN DIRECTOR in high-growth consumer packaged goods (CPG) with 13+ years leading product development, packaging strategy, portfolio growth, and commercialization across beverage, supplements and performance nutrition. Converts consumer insights, market intelligence, and executive priorities into scalable innovation pipelines that drive revenue growth, margin improvement, brand equity, and enterprise value. Leverages cross-functional leadership and a deep global network of manufacturers, suppliers, packaging partners, and vendors to improve quality, reduce cost structures, accelerate speed-to-market and launch commercially successful products.

AREAS OF EXPERTISE

-Portfolio Strategy & Growth	-Product Vision & Roadmaps	-New Product Development
-Product & Design Leadership	-Global Vendor Network	-Contract Negotiations
-Market & Trend Analysis	-Voice of Customer (VoC)	-Supply Chain Optimization
-Cost & Margin Strategy	-Commercialization Execution	-Packaging Innovation

SELECT ACHIEVEMENTS

- Led enterprise-scale product development, packaging, sourcing, and operational strategy at G FUEL, overseeing a global network of 20+ manufacturers to build and scale a high-velocity CPG portfolio from approximately \$350K in revenue to \$150M+, earning seven consecutive Inc. 5000 rankings (Inc 500 once).
 - Directed the strategic manufacturer transition for Gorilla Mind’s ready-to-drink portfolio, selecting and onboarding a new production partner to improve product quality, unit economics, scalability, and commercialization readiness while supporting 3x demand growth during my tenure.
 - Supported and advised on the Polar Distribution agreement, contributing product, operational, and commercialization insight that accelerated national retail expansion. Increased brick-and-mortar footprint and positioned the brand for placement across thousands of retail locations nationwide.
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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Gorilla Mind – Boise, ID (Remote)
Senior Director of Product & Design

2024 – Present

- Oversee product and design strategy across beverages, supplements, packaging, product roadmaps, commercialization and lifecycle management. Align portfolio priorities with executive direction.
- Manage a 5-person design team across packaging, retail and brand assets. Translate founder and executive priorities into market-ready creative while improving consistency, speed and cross-functional alignment.
- Drive ready-to-drink energy development across formulation, sensory validation, QA, manufacturing, GMP compliance and retail execution. Secured top-selling placements at The Vitamin Shoppe & GNC.
- Activate a global vendor network across manufacturers, suppliers and packaging partners. Reduce COGS, improve quality, resolve production constraints and strengthen scalability.
- Translate market intelligence, consumer insights and Voice of Customer (VoC) analysis to actionable innovation. Drive portfolio expansion, SKU optimization and sustained brand momentum.
- Establish scalable product development workflows, aligning leadership, marketing, operations, QA, design and external partners from concept through commercialization.

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PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS CONTINUED

OATRA – Bridgewater, NJ (Remote) 2024 – Present
Executive Board Member, Consultant, Product & Operations

- Serve on the executive board, advising on product development as a subject matter expert (SME) on business strategy, formulations, packaging and manufacturing.
- Utilized an extensive network of suppliers and manufacturers to facilitate beverage production with strong cost, efficiency, and quality metrics, ensuring a robust supply chain and operations.

VitaNav Inc. (Drink Kenetik) – Baltimore, MD (Remote) 2024 – Present
Consultant, Product Development & Packaging

- Manage a multi-disciplinary design team, translating strategic direction from the executive board and marketing leadership into actionable creative briefs while managing the iterative art development, revisions and execution across packaging and retail assets.
- Drive material cost reductions and quality enhancements by sourcing superior vendors, optimizing packaging specifications and introducing innovative structural and display concepts.

G FUEL, LLC – Hauppauge, NY 2013 – 2024
Senior Director of Product Development & Packaging

- Oversaw product development, packaging, procurement, and launch execution across a high-velocity CPG portfolio. Helped scale G FUEL from an early-stage brand into a \$150M+ business.
 - Built and managed a global network of manufacturers, suppliers, and production partners to support rapid product launches, cost discipline, quality standards, and operational scale.
 - Spearheaded two major packaging rebrands across G FUEL’s core product portfolio. Modernized label architecture, improving shelf impact, and aligning visual systems with retail growth, licensing programs, and evolving consumer expectations.
 - Managed licensed product development and packaging programs for Disney, Netflix, Sony, Warner Bros, and other major entertainment partners. Coordinated product requirements, approvals, and launch execution.
 - Partnered with finance and cross-functional leadership on annual budgets, launch economics, vendor pricing, and portfolio-level cost management across new product development and packaging programs.
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CERTIFICATIONS

BUSINESS & FINANCIAL MODELING - The Wharton School, University of Pennsylvania

PRODUCT IDEATION, DESIGN & MANAGEMENT - University of Maryland

FOUNDATIONS OF BUSINESS STRATEGY - University of Virginia

EDUCATION

Bachelor of Arts (BA), Communications

Double Specialization in Digital Media & Advertising/Public Relations

Loyola University Maryland

Continuing Education (Packaging Design Courses)

School of Visual Arts