



The One Page Solutions Team

Ted Woehrle Principle Consultant & Master Facilitator

Ted is the former Chief Marketing Officer of Newell Rubbermaid, and a 24-year veteran of Procter & Gamble. Ted specializes in OGSP work for B2C and B2B product manufacturers.

Ted Woehrle joined One Page Solutions[®], LLC, in 2013 as a Principal consultant and OGSP[®] facilitator. His prior experience includes 5 years as Newell Rubbermaid's Chief Marketing Officer, and 24 years at Procter & Gamble, where he served in various marketing and general management roles. He has led the development of dozens of strategic plans over the past 3 decades for businesses both big and small.

Ted recently joined the board of directors of AARP Services, Inc., which is a wholly owned, taxable subsidiary of AARP. Its mission is to inspire new and innovative business practices, guide consumers to make informed choices, and deliver products and services that better fulfill life stage needs.

Ted started his career at Procter & Gamble in manufacturing management, where he developed a deep understanding of the importance of building robust systems to deliver reliable results. This included investing in the coaching and development of people and teams.

He then moved into the commercial side of the business, where he was able to apply his leadership and problem solving skills to Brand Management challenges. He rose through the ranks in the Food and Beverage Division, building leading brands like Jif[®] Peanut Butter and Folgers[®] Coffee. Along the way Ted led several P&G cross-functional teams to improve results in innovation, agency relationships, and organizational effectiveness.

As a general manager Ted focused on the innovation space. First, as leader of New Product Development in the Family Care business, where he and his team developed Glad's blockbuster Press'n Seal[®] wrap and ForceFlex[®] trash bags. He followed this as leader of Tremor, P&G's breakthrough word-of-mouth marketing agency, which focused on teens. Ted completed his P&G career as Vice President of Marketing for North America, with responsibilities that cut across P&G's entire brand portfolio.

In 2007, Ted moved to Newell Rubbermaid. He became their first-ever Chief Marketing Officer, as the company made the strategic choice to invest in brand building as a competitive advantage. He successfully led efforts to build insights, innovation and marketing capability across all 13 business units, globally. The portfolio spanned a spectrum of B2C and B2B brands, including Rubbermaid[®],



Sharpie[®], Dymo[®], Graco[®], and Calphalon[®]. This work resulted in consistent gains in market share and earnings during his five-year tenure.

Ted loves to help people solve complex problems and to build organizational capability. He is skilled at driving “change that sticks” through a multi-faceted, disciplined approach. And he loves new challenges. It is for these reasons that Ted joined One Page Solutions[®], LLC.

Ted has a Bachelor of Science degree in Mechanical Engineering from Michigan State University. He is a former board member of the Ad Council and a former chair of the “Senior Marketers Think Tank” at the Association of National Advertisers.

Ted is married to Pam Woehrle, an IBM sales executive. They have two grown children. They reside in Atlanta, GA