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**Michael Costello** · 2nd  
Retired, Active CPG Investor,  
Consulting at Wild Cow Brands  
Miami-Fort Lauderdale Area ·

Wild Cow brands LLC



University of California,  
Santa Barbara

[Contact info](#)

500+ connections



1 mutual connection: Daniel Scharff

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Experience

**Retired, Active Investor, Consulting**

Wild Cow brands LLC · Self-employed  
Oct 2020 – Present · 11 mos  
Miami Metropolitan Area



**The Clorox Company**

24 yrs 3 mos

**SVP GM Nutranext and Renew Life**

Apr 2018 – Oct 2020 · 2 yrs 7 mos  
Sunrise fl

**SVP General Manager International**

Apr 2011 – Apr 2018 · 7 yrs 1 mo  
Miami

Responsible for the P&L, brand and business strategies for all countries outside of the US

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### Production Manager

The Clorox Company  
Aug 1992 – Aug 1995 · 3 yrs 1 mo  
Dyersburg TN

Production Manager in Manufacturing Plant. Managed 50 people from Raw materials, process and Packaging

## Education



**University of California, Santa Barbara**  
Bachelor of Science (BS), Chemical Engineering  
1984 – 1988

## Skills & endorsements

### Strategy · 64



Endorsed by Andy Heppelle and 12 others who are highly skilled at this



Endorsed by 39 of Michael's colleagues at The Clorox Company

### Consumer Products · 63



Endorsed by Elena Otero and 6 others who are highly skilled at this



Endorsed by 42 of Michael's colleagues at The Clorox Company

### FMCG · 50



Endorsed by 5 of Michael's colleagues at The Clorox Company

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## Recommendations

[Received \(3\)](#)[Given \(8\)](#)**Fabio Cury**

General  
Manager at  
Nomads Brand  
and Business  
Innovation

August 3, 2009,  
Fabio reported  
directly to Michael

It was a privilege to work with Michael, one of the few true leaders I've met over my career. He challenges teams to go beyond targets in a very positive way, while being supportive and fostering innovative thinking. He knows exactly to get the best out of people. A great teacher, now a friend and my mentor.

**Ana Luiza  
Rangel, MBA**

Sr. Brand  
Marketing  
Executive |  
Entrepreneur

June 19, 2007, Ana  
Luiza reported  
directly to Michael

Michael was the first great teacher I had in my career in marketing. Taught me a lot about managing a brand and, even though I was very junior to him, was always open to hear my ideas and would let me implement them if I could show they would bring results to the company.

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