

## Contact

[www.linkedin.com/in/david-vanhimbergen-9680087](https://www.linkedin.com/in/david-vanhimbergen-9680087) (LinkedIn)

## Top Skills

Brand Equity

Consumer Products

Marketing

# David VanHimbergen

CEO at Reel Paper  
Greater Chicago Area

## Summary

Veteran brand-builder and entrepreneur leading businesses and multi-functional teams to innovate and face new realities. Years of experience in consumer products & retail industry mastering strategic planning, lean startup innovation, brand architecture, and business analysis to prepare for general management & leadership positions.

Interested in corporate board and advisory positions.

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## Experience

### Reel

2 years 10 months

#### Chief Executive Officer

May 2023 - Present (6 months)

Greater Chicago Area

### President & General Manager

January 2021 - May 2023 (2 years 5 months)

Chicago, Illinois, United States

### Lever VC

#### Advisor

July 2019 - Present (4 years 4 months)

Chicago, Illinois, United States

### Green Park Brands

3 years 6 months

#### Operating Partner

May 2020 - Present (3 years 6 months)

Santa Monica, California, United States

#### Chief Operating Officer

May 2020 - January 2021 (9 months)

Chicago, Illinois, United States

CO Chocolate

COO

May 2020 - November 2020 (7 months)

Chicago, Illinois, United States

EcoDirect Laundry & Cleaners

CEO

September 2019 - May 2020 (9 months)

Chicago, Illinois

Sun Spin Advisors, LLC

Principal

April 2019 - May 2020 (1 year 2 months)

Chicago, Illinois

The Kraft Heinz Company

Head of Springboard

September 2018 - April 2019 (8 months)

Chicago, Illinois

Springboard Brands

General Manager

September 2018 - April 2019 (8 months)

Greater Chicago Area

Tide Spin

CEO / co-founder

July 2015 - September 2018 (3 years 3 months)

Chicago

Procter & Gamble

18 years 4 months

CEO / co-founder Tide Spin

July 2015 - September 2018 (3 years 3 months)

Greater Chicago Area

Senior Brand Manager, Global Tide/Ariel Laundry Front-End Innovation (FEI)

June 2014 - July 2015 (1 year 2 months)

Cincinnati Area, KY

Brand Manager, Target Customer Team Fabric/Home/Pet Care  
July 2012 - June 2014 (2 years)  
Greater Minneapolis-St. Paul Area

Crest Toothpaste - N. America - Assistant Brand Manager  
August 2010 - July 2012 (2 years)

Assistant Brand Manager - Oral-B Toothbrushes  
April 2008 - August 2010 (2 years 5 months)

Marketing Analyst - Oral Care  
April 2006 - March 2008 (2 years)

Lead Marketing Analyst for Global and North America Oral-B Toothbrushes

Marketing Analyst - Fabric Care  
April 2004 - April 2006 (2 years 1 month)

Lead Marketing Analyst for North American Fabric Care business.

Global Marketing Analyst  
April 2002 - April 2004 (2 years 1 month)

Systems Analyst  
June 2000 - April 2002 (1 year 11 months)

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## Education

University of Illinois Urbana-Champaign  
Bachelor of Science (B.S.), Management Information Systems,  
General · (1996 - 2000)