

**Summary**

**CEO, Founder and Lead Product Developer for TABS Group, Inc., a technology-enabled retail and consumer analytics firm.** In the 17 years since inception the business has gone from a one-man operation to 25 employees and 50+ retainer clients. The company mission is to develop analytical innovation that simplifies and improves business analysis in the Consumer Products industry.



**Education**

***Fordham University***

Ph. D., Economics, 2005 - 2008

Activities and Societies: Dissertation Defense Completed. Title: "A Theory of Retailer Price Promotion Using Economic Foundations: It's All Incremental."

***Duke University - The Fuqua School of Business***

M.B.A., Marketing, 1984 - 1986

***North Carolina State University***

B.S., Statistics, 1979 - 1983

Activities and Societies: Tau Kappa Epsilon, Beta-Beta Chapter. President, Inter fraternity Council, College Bowl- First Team



**Experience**

***Board Member and Chairman of the Audit Committee at JM Global Holdings (NASDAQ: WIYGU)***

July 2015 – Present

Board Member for a blank check public company with the objective of acquiring brands in the consumer products sector.

***CEO and Founder at TABS Group, Inc.***

March 1998 - Present (16 years 8 months)

Consumer Products Consulting with Expertise in Consumer Analytics. Company has posted annual revenue gains of 15% per year since inception and grown from one employee to 30 currently.

***Chief Executive Officer at Binky-Griptight, Inc.***

June 1996 - February 1998 (1 year 9 months)

CEO for the U.S. Subsidiary of a UK Holding Company. Company marketed and distributed Baby Products to major retailers such as Wal-Mart, Target and Kmart.

***Director, Trade Marketing at Playtex Products***

1989 - 1996 (7 years)

Established the Category Management function at Playtex Products while also establishing the Trade Promotion Optimization function. Supported all brands and all divisions.

***Project Director at Information Resources (1987/88) and BASES (1986/87)***

1986 - 1988 (2 years)

Provided Year I and II forecasts for new product launches in the CPG industry.

Provided marketing analysis using retail sales and household panel data.



**Organizations**

Boys & Girls Club of Delray Beach, FL – Board Member

February 2015 to Present

Marketing Science Institute

February 2013 to Present

National Association of Chain Drug Stores (NACDS)

January 2005 to Present

Isle of Maligne Society - Fuqua School of Business

January 2007 to Present

**Publications**

*A Model to Improve the Estimation of Baseline Retail Sales*

Journal of Centrum Cathedra April 1, 2011

Authors: Kurt Jetta, Ph.D., Dr. Erick Rengifo

*A Theory of Retailer Price Promotions Using Economic Foundations: It's All Incremental*

Fordham University Press May 8, 2008,

Authors: Kurt Jetta, Ph.D.

Doctoral Thesis that explains why the lifts in Promotional spikes are entirely incremental at the brand, category and retailer level.