

Executive Digital Marketing Strategic and Creative Leader

Innovative, award-winning strategist and client partner with a unique ability to perceive customer insights then leverage into actionable creative marketing programs that deliver business results. Proven team leader. Experience encompasses marketing spectrum from culturally astute mass market brand campaigns to always-on, data-driven, digital marketing programs. A well-respected consultant, passionate client advocate and inspiring thought leader, published writer and marketing strategy speaker.

PROFESSIONAL EXPERIENCE

SVP, Marketing and Consumer Strategy 11/16–Present
Company

I lead a very diverse team of digital strategists focused on the art and science of innovative customer engagement for a \$400MM portfolio of top global brands including global digital strategy for Samsung.

- Member of East business region executive leadership team
- Leader in national strategy discipline executive team
- Key driver of organic growth across multiple industry verticals in East region portfolio
- Played key strategic role and numerous new business pitches

Partner/SVP National Strategic Planning Lead 4/13–11/16
Company

Lead strategic planning discipline for Rosetta, a digital marketing services agency specializing in customer engagement strategies and platforms, consulting-level business insights, technology, and creative content. Rosetta is part of newly created SapientRazorfish, a unit of Publicis.Sapient. Oversee team of incredibly talented strategic planners in San Francisco, Los Angeles, New York, Cleveland and San Luis Obispo. Member of national leadership team.

- Clients: Samsung (US and Global) across multiple divisions: Loyalty, CRM, Retail, Insights, B2B, Experiential
- Led all major strategic initiatives that grew Samsung from 10MM+ to 60MM+ account
- Led positioning and thought leadership efforts for Rosetta as part of national leadership team
- Built and lead national strategic planning discipline
- Played key strategic role and numerous new business pitches

National Director of Strategy and Innovation 11/09–4/13
Company

Thought leader, strategist, creative instigator, client partner and business developer for this OMMA top 25 digital marketing agency. During my tenure have led successful biz dev efforts for Behr Paint, Frederick's of Hollywood, Experian, Avon and IRS.

- Clients: Groupon, Behr Paint, LucasArts, Scion, Experian, Avon, Frederick's of Hollywood, Check 'n Go, Sunesys, Black & Decker
- Led strategic initiatives across broad range of client types that resulted in business revenue gains (e.g. Frederick's of Hollywood "recession proof" bridal expansion).
- Led new business efforts that delivered major clients like Behr, Experian, Avon and Frederick's of Hollywood.

Independent Digital Marketing Consultant, Strategic Planning 3/07–11/09

Consultant for clients in Los Angeles, San Francisco and New York. Assignments included developing worldwide strategic architecture for new House of Barbie retail/CRM concept and developing a new interactive client/child interaction portal for WorldVision charities.

- Clients: Citi, Scion, Autodesk, Sun, HP, Mattel, WorldVision
- Worked with teams at K/Street, Atmosphere, WhittmanHart, Clear Ink, McCann/LA and McCann/Shanghai
- Other Projects: Online field marketing portal for Autodesk, new product online development for HP navigational products

Senior Vice President, Director of Strategy and Creative 6/02–2/07
Company

Lead all strategic and creative efforts for this 50+ person interactive agency. Managed strategic planners, media planners, IAs and creative department. Interactive strategy lead for all Nestlé brand-planning cycles; wrote and presented on average 20 annual strategic plans and many smaller tactical or promotional plans.

- Clients: Nescafe Taster's Choice, Nestea, Coffee-mate, Juicy-juice, Nesquik, Nestle Crunch, Butterfinger, Carnation Instant Breakfast, ACT! software, 21st Century (AIG) Insurance, CAA and others.
- Created Actionable Analytics concept to position and sell agency data capabilities
- Created HUB™ marketing concept to position and sell overall agency capabilities

- Proved to Nestlé through exhaustive joint Microsoft study that Interactive did directly increase sales on average +10%
- Achieved Interactive AOR status with Nestle North America
- Grew this interactive agency from \$1MM to \$25MM in annual gross revenue in under 5 years, primarily from sourced from current client growth

Vice President, Creative and Strategy Director
Company 2/00—5/02

- Clients: buy.com, Symantec Software, homestore.com, Amgen and ARCO.
- Created a new proprietary *Transactional Branding* agency positioning and planning model focused on customer relationship marketing.
- Grew agency through new business and organic growth from \$800K to \$12M.
- Redesigned buy.com’s integrated online acquisition strategy and campaign resulting in 2x sales increases.
- Re-positioned homestore.com’s portfolio of B2B marketing campaigns online and offline resulting year on year sales gains.

Vice President, General Manager
Direct Partners, Los Angeles 10/98—1/00

- Created proprietary *Brand Response* positioning and strategic planning platform for newly integrated agency.
- Pitched and won key .com accounts including Earthlink Networks, eToys, Stamps.com, E*TRADE and PlanetRX.com.
- Delivered 100% growth year on year which enabled purchase by Omnicom in 1999.

Vice President, Account Director
Company 6/97—9/98

- Clients: Energizer, G-Shock

Vice President, Worldwide Account Director
Company 4/93—5/97

- Clients: Apple Computer, ATT Wireless
- Developed first “family computer” strategy and campaign for Apple which resulted in successful launch of Performa line
- Developed “What is Power” Higher Ed strategy which drove highest Higher-ed share to date
- Led worldwide BBDO teams in adoption and execution of Apple global strategies and campaigns

Account Executive/Supervisor/Director
Company 5/87—3/93

- Clients: Polaroid, Lucasfilm Entertainment, Supercuts, Librex Computers, Radius, Clarks shoes

Account Executive
Company 7/84—5/87

- Clients: Clorox, Epson

EDUCATION

- Norwich Universty, M.A. Military History 9/10
- UCLA, B.A. English Literature 6/84