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**INNOVATIVE | STRATEGIC | CREATIVE | ANALYTICAL | TEAM DRIVEN**

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Analytical or creative does not have to be an either or. Innovation requires both. Hands-on strategic level 5 executive with a wealth of knowledge built from deep marketing, finance, creative, and product experience. A background that provides a unique perspective on B2B, B2C, E-Commerce, omnichannel retail, customer insights, distribution, technology, analytics, international business, and management in general. Hand-picked by CEOs to analyze situations, develop solutions, articulate plans, influence key stakeholders, and initiate an end to end programs from concept to completion. Collaborative team builder with a proven track record of recruiting, leadership, coaching, achieving, and surpassing goals.

## PROFESSIONAL EXPERIENCE

**ABS LEGAL ADVOCATES, P.A.** ONE OF THE NATIONS LEADING VETERANS' DISABILITY BENEFIT LAW FIRMS

**CMO Consultant** 1/2018 – 10/2021

Chosen by the managing attorney to provide a comprehensive business perspective and marketing expertise. Charged with Strategic Analysis, Marketing Strategy, Customer Segmentation and Insights, Digital Media, CRM, Social, Creative, Mapping Workflow Process, Implementing Technology, and Developing a New Website with Secure HIPAA Compliant Client Portal.

### KEY ACCOMPLISHMENTS

- Developed competitive analysis, financial analysis, new positioning, creative, brand guidelines, and business plans
- Created new digital, social, CRM, email, event, and referral marketing programs
- Transformed workflow process and policies, increased attorney productivity by 30%
- Launched new website, developed content, AB tested website format and customer usability, improved lead generation and form fill, developed client portal while maintaining HIPAA and privacy requirements to improve customer experience

### RESULTS

- Increased inquiries 60% • Increased email open rate 35% and click thru 50% • Increased client referrals 35%

**REGUS** WORLD'S LARGEST SERVICED OFFICE PROVIDER, \$3 B SALES, 3000 LOCATIONS, 120 COUNTRIES

**CMO, VICE PRESIDENT, MARKETING AND PLANNING AMERICAS** 1/2016 – 12/2017

Personally selected by the CEO to bring a new perspective, provide strategic direction, apply analytical expertise and proven organizational, planning, and management experience to overhaul advertising and branding strategy, creative output, and internal infrastructure. Managed \$25 MM Marketing Budget, 10 Person Team, SEO, SEM, E-Commerce, Digital Agency, Media Agency, Domestic Creative Agency, International Creative Services, Public Relations, Domestic PR Agency, Field Marketing, Event Marketing, International Marketing, Market Research, Partnerships, and Analytics.

### KEY ACCOMPLISHMENTS

- Champion of the company's marketing evolution
  - Created new segmentation, customer lifecycle analysis, lifetime value, and performance management based on financial analysis, CRM and Google data
  - Developed Workspace as a Service "WaaS" positioning and creative, structured with benefits of "SaaS"
  - Shifted focus to include social channels, email, and e-commerce to educate customers and improve acquisition
  - Integrated positioning, messaging, across all channels: Digital Marketing, Marketing Communications, Call Center, Trade Shows, Field, and Corporate Sales, Radio, Social Media, Email, E-Commerce, Direct Marketing, CRM, and Print
  - Leveraged social and PR channels to launch Spaces concept, 33 new locations in two years
- Spearheaded global strategy and creative, launched new global multi-channel advertising campaign "WaaS" which included e-commerce, digital, mobile initiatives, online social media programs, earned blogging, email, external partnerships, public relations, direct mail, in-center marketing, and corporate videos
- Developed custom change management materials, an industry first, to ease the transition from corporate offices to "WaaS", delivered for IBM, Verizon, Arrow, and Cisco
- Initiated new technology in analytics and 3D virtual reality tours with click to book ability
- Transformed and completely restructured organization. Recruited new talent and promoted the generation of ideas and solutions from staff resulting in empowerment, ownership, and revenue. Transitioned CMO role and marketing to Europe

### RESULTS

- Delivered \$105 MM in corporate sales • Increased new customer acquisition leads 59% • 3.8% revenue growth
- Reduced PPC spend 20%, kept top ranking • Content rich CRM, increased 8 pp open rate, 5 pp click-through rate
- Ted Talks Partnership • Spaces PR delivered 220 MM impressions, 132% ROI • Exceeded Spaces occupancy plan 75%

**PAYLESS SHOESOURCE** AMERICAS' LARGEST FOOTWEAR RETAILER, \$3.2B SALES, 4500 STORES, 45 COUNTRIES

## **VICE PRESIDENT MARKETING**

7/2012 – 12/2015

Promoted into the role to provide a holistic business perspective. Developed a comprehensive business process with merchant, finance, and operations teams to determine real business drivers and measurable results. Managed \$120 MM Marketing Budget, 25 Person Team, General Market and Hispanic Advertising and Media Agency, Digital Agency, Retail Marketing, Hispanic Marketing, International Marketing, Visual Merchandising, Market Research, and Analytics.

### **KEY ACCOMPLISHMENTS**

- Spearheaded consumer-centric positioning - selected new creative agency, customer insights tools, digital and broadcast media partners to develop and execute the rollout
- Transformed marketing reporting to actionable analytics and KPIs with the development and implementation of Marketing Mix Modeling, new customer insight tools, lifetime value, brand equity, and retention
- Initiated customer data-driven segmentation that was actionable across traditional and digital media
- Revitalized promotional calendar with customer-centric product stories, integrated product lifecycle, and offers from concept to in-store execution: 17 annual promotions, 1,326 email, and 68 direct mail versions
- Managed direct-to-retail marketing relationships for Lucas Film, Disney, Nickelodeon, Champion, and Marvel
- Initiated new safeTstep (slip-resistant footwear) strategy and creative for the service industry: McDonald's, Burger King, Yum, and Starbucks

### **RESULTS**

- Delivered marketing ROI 2 pp above industry norm
- Increased Google Trend Search 150%
- 3% increase in upper funnel customer acquisition
- 10% reduction in agency fees
- \$10 MM Marketing Budget give back within 18 months thru expense management
- 50% Savings in TV & Print Production
- 35% annual growth in B2B safeTstep sales

## **DIRECTOR RETAIL MARKETING**

9/2004 – 7/2012

Served as a change agent - providing strategy, technical, and process expertise to revamp, retail marketing, e-com, and CRM. Managed 10 Person Team, SEO, SEM, E-Commerce, Digital and Broadcast Media Planning/Execution, Multichannel Retail Marketing, Customer Retention, Hispanic Marketing, Market Research, Business Calendar, and Promotional Strategies.

### **KEY ACCOMPLISHMENTS**

- Revitalized promotional merchandise process to improve marketing ROI and customer satisfaction resulting in annual comp sale increases versus downward comp trend for previous three years and 98% brand awareness
- Initiated improvements in SEO, site design, customer usability, and navigation for Payless.com and mobile app
- Restructured affiliate programs, developed custom offers
- Spearheaded integrated geolocation and product feeds to the web and mobile site to drive omnichannel web to store cross-shopping, order online and pick up in store
- Launched and managed new brands and categories: American Eagle, Abaete, Lela Rose, Alice and Olivia, Christian Siriano, Isabel Toledo, American Ballet Theatre, Zoe & Zac, Dexter, fragrance, and beauty

### **RESULTS**

- 39% YOY increase in e-commerce sales
- 25% affiliate sales increase on 10% lower investment
- 3 pp increase in conversion
- 2 pp increase in SFS, and 10 pp in ROI in FSI markets
- 6 pp increase in intent to purchase

## **VICE PRESIDENT MERCHANDISE PLANNING**

7/2000 – 9/2004

Specially selected by President to plan and manage sales, markdowns, inventory, and margin targets to successfully maintain industry-leading position. Directed 48 Person Team, New Merchandise Planning System, Career Training, New Market Entry, E-Com, Wholesale, Franchise Partnerships, and Latin America Expansion. Increased inventory turn 12.5%. Reduced staff turnover by 55%. Delivered 10pp RONA increase in Latin America joint venture over US stores.

### **PRIOR**

**Marketing Director** – Payless ShoeSource; Strategy, Consumer Insights, Promotions, Media, International, and Multicultural

**Functional Controller** – Payless ShoeSource; Strategy, Special Projects, Budgeting, Expense, and Revenue Forecasting

**Manager of Research and Acquisitions** – Payless ShoeSource; New Market Entry, International Planning, and Site Selection

### **EDUCATION**

**Masters of Business Administration**, Finance, University of Kansas

**Bachelor of Fine Arts**, Commercial Art, Fort Hays State University

**Bachelor of Arts**, Public Relations, Fort Hays State University