

Objective: Seeking a **C-Suite CMO position** with a company that values marketing and a customer-focused strategy to drive business growth through using strategic insights to build an enduring, sustainable and profitable company.

Capabilities

- 25+ years of experience in a senior leadership role in marketing, sales and business
- Client engagement experience in a diverse number of industries – semiconductors to ice cream
- Skilled practitioner in a wide range of specialties to drive sustainable business growth: B2B and B2C, Branding, Messaging and Positioning, Competitive and Business Analysis, Digital Strategies, Market Research, Customer-Centricity, Direct and Indirect Sales Strategies and Implementation
- Strong business acumen and critical thinking skills
- Able to work collaboratively to deliver outstanding solutions
- Interest in mentoring and fostering junior team members

Career Path

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|---|-----------------------------|-----------------|
| • Fractional CMO | The Ponzi Group | 2014 to Present |
| • Director, Sales and Marketing | PhaseOne, a Vencore Company | 2011 to 2014 |
| • Chief Strategy and Marketing Officer | Board-Trac | 2008 to 2011 |
| • EVP, Director of Marketing & Research | Open Minds, RPA | 2001 to 2008 |
| • Founder, Client Services & Marketing | The Ponzi Group, Inc. | 1989 to 2001 |

Key Achievements

Directed cross-disciplined sales and marketing teams with client engagements spanning multiple industries such as consumer products, sports, retail, and manufacturing.

Selected Clients:

Consumer:	Bank, Ins., Fin.:	Retail:	B2B:	Food & Beverage:	Other:
Simple Green	Goldman Sacs	PacSun	Dekra-Lite Industries	Jackson Family Wines	Vistage
Purina	J.P Morgan Chase	Board Retailers Association	Primero Systems	Cold Stone Creamery	Critical Mass for Business
Unilever	National Merchants Association	Johnny Rockets	International Association of Skateboard Companies	Ketel One Vodka	Vintage Retirement Homes

Example Client Engagements:

For a **leading Christmas Decor organization**, working with management team as CMO to develop and implement three-year plan to move the company from a regional to leading national organization providing holiday and Christmas décor. Efforts have led to more focused and achievable sales and marketing renew, recapture and acquire strategies, as well as new vertical market expansion. Results: Current growth 20%, future sustainable growth 15% year-over-year.

Engaged as Chief Strategy Officer for **rapidly growing financial organization** to provide plans to manage growth. From 5 employees to 50 in one year, plus expansion to more than \$100 million in less than two years stressed all operations within the organization. Objective to establish vertical market sales and marketing strategies to ensure better distribution of revenue, build internal marketing organization and provide better focus for internal talent acquisition team. Results were a concentrated effort in building balance of revenue streams through organic growth, as well as acquisitions, increased talent acquisition team to include industry experts to better provide for increased employee base of 200, expanding partner relationships and team of 10+ internal marketing and communications to support growth plans.

Chief Marketing and Strategy Officer for market research and consulting company in the **growing \$18+ billion industry action sports industry**. Developed and implemented plans for vertical market expansion to provide syndicated research, consulting services to both brands and retail chains, as well as established management as industry thought leaders.

Reversed perceptions of Kendall-Jackson Vintner's Reserve resulting in product demand creation and significant sales increase. Purchases increased 200% in first 3 months; after two years, among those who drank K-J, purchases were up 33.3% and 88.1% among those aware but never tried, said they were planning to purchase.

Initiated and managed a local store marketing and brand ambassador program for a \$500 million ice cream chain that helped participating stores **gain a 27% increase in average unit volume sales**.

Management & Operations:

- **Increased revenues by 33%:** Deployed revised marketing and sales strategies for increased revenues in 18 months.
- **Lowered recruitment and training cost:** Developed and adopted companywide "Framework."
- **Managed vendor relations:** Negotiated and accountable for multiple strategic partnerships and manage outsourcing firms during the re-engineering of service strategies. Managed annual budgets of more than \$25 million.
- **Saved on internal costs by 30%:** Implemented an in-house focused marketing and sales approach to grow through better use of internal teams.

Product Development & Innovation:

- **Successfully launched commercial products:** Simple Green; PATH2HappySuccess; Reef Shoes.
- **Improved employee productivity by 20% and increased retention:** Developed and led more efficient on-boarding and recruiting strategies.

Leadership:

- **Increased revenue:** As Fractional CMO, holding key C-Suite responsibilities for a variety of industries to drive revenue growth.
- **Offered strategic guidance:** As marketing leader providing insights and planning recommendations.
- **Built and Sold Business:** Built and sold the original Ponzi Group, to Ruben Postaer, which later became Open Minds and hired to manage and grow the new entity. Grew from less than \$5 million to \$28 million in 7 years.
- **Public and Keynote Speaker:** Radio Show and Podcast host; founder of Center for Business Growth Association; Keynote
- **Member and leader of multiple marketing and business associations:** AMA, Advertising Federation, BMA, Sales & Marketing Leadership Alliance, Society of Competitive Intelligence, Marketing Research Association.
- **Adjunct Professor,** UCI Marketing Extension Program

Education

Bachelor of Arts: Marketing, Business and Communications • State University College at Geneseo, Geneseo, NY

Certificate: International Communications • University of Central London, London, England

Certificate: Web 2.0 and Social Media • University of California, Irvine, CA

Selected Published Articles, Blogs & Podcasts

- The Secret of Social Media Engagement (Three-part article)
- Listen Up, I've got a story to tell – focused article on the value of storytelling
- Think locally for global advertising success
- The consumerization of B2B marketing
- Numerous blogs and articles on LinkedIn and The Ponzi Group website, as well as guest blogger
- Radio Show/Podcast Host – Business Growth Cafe