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CHIEF MARKETING OFFICER / SENIOR BUSINESS EXECUTIVE

Unlock Growth Through Vision and Strategy

A **successful brand builder and change agent** with comprehensive experience driving equity and profit growth domestically and internationally across multiple brands and categories for B2C, B2B, and B2B2C businesses. A **vision focused strategic leader** who starts with the consumer and customer first to deliver marketing campaigns that connect to drive engagement and conversion, product portfolios that differentiate vs. competition, and the right digital capabilities to unlock accelerated growth. A **motivating and disciplined leader** who builds high performance organizations and energizes behind a clear vision to deliver with excellence.

Brand Purpose, Vision, Equity	Domestic & Global Growth Strategy	Integrated Marketing Campaigns
Digital Strategy and Transformation	Digital & Social Marketing	Product Portfolio / Launch
Customer & Consumer Insights	Segmentation & Journey Mapping	Go-To-Market Strategy
Lead Generation & Conversion	P&L Management	Building / Leading Organizations

PROFESSIONAL EXPERIENCE

BROKERS INTERNATIONAL, Des Moines, IA

2017 - 2020

Brokers International is one of the nation's largest and longest standing insurance marketing organizations.

Chief Marketing Officer

Responsible for company and brand strategic positioning. Direct the creation and delivery of innovative marketing campaigns, programs, tools, and communications ensuring BI and its 50 downline insurance agencies and over 4500 actively writing agents have a unique and differentiated value proposition leading to profitable revenue growth. Since 2017, sales have increased 90% and revenue has increased 60%.

- ▶ Established a 3 year growth strategy to double the business through: implementation of a more effective company brand position, activation of competitive points of differentiation, and creating the ability to connect downline agents with more qualified client prospects to directly drive revenue, and create differentiation for recruiting of new agencies and agents.
- ▶ Delivered a new company brand position, encompassing a new purpose, points of differentiation, brand identity, and execution based on a full market analysis and competitive segmentation. Effective targeting, a new company website, and compelling communications have accelerated agency recruiting and improved service of existing agencies and agents.
- ▶ Developed and launched a new brand, "Retirement Well Spent," that educates consumers on retirement planning and serves as a lead conversion engine. A consumer segmentation, journey map, and definition of key barriers allowed the development and execution of targeted digital advertising that attracts the right consumers and engaging experiences that convert them to high potential leads for downline agents.
- ▶ Built the capability to sell excess leads externally as an incremental revenue stream.
- ▶ Created a "Retirement Well Spent" educational seminar program that uses digital advertising to drive the registration of qualified prospects to attend agent seminar events resulting in client meetings that generate sales.
- ▶ Implemented a digital marketing infrastructure including integration of third party data audiences for targeting, and platforms supporting digital ad management, marketing automation and CRM, quiz experiences, leads distribution, digital asset management, comprehensive analytics, and creative workflow.
- ▶ Built a high performing marketing organization by hiring key external talent (building the team from 6 to 16) across disciplines including B2C / B2B marketing campaigns, insights, graphic design, copywriting, marketing technology, and media. We now run a full in-house agency delivering all creative, media, analytics, and marketing technology implementation.

VALVOLINE / ASHLAND, Lexington, KY

2013 - 2017

Vice President of Marketing, Global Digital Capability, Valvoline (2015 - 2017)

Led the global Valvoline enterprise (\$1.9 B Sales, \$468MM EBITDA) across 4 divisions (DIY, Valvoline Instant Oil Change, Installers Channel, and International Operations) through a multi-million dollar digital transformation that will fundamentally change how the company operates and serves customers in order to deliver accelerated growth.

- ▶ Defined a new digital vision for company operations and engagement of customers and consumers based on a deep understanding of domestic and global business strategies, operations, and available digital technologies.
- ▶ Defined a 3-year digital roadmap and aligned a multi-million dollar investment delivering a ~1.5-2.0 ROI.
- ▶ Established operational governance to drive effective awareness and decision making. Led the Digital Operating and Steering Committees as the primary decision maker and led engagement with the Executive Council and the C-Suite.
- ▶ Developed a team structure and operating process to direct and mobilize 65 consultants and over 100 Valvoline employees in specific roles across 15 key digital technology and capability platforms. Directed the efforts through business requirements, design, implementation, change management, and launch through the global organization.
- ▶ Delivered a customer segmentation and journey to guide the design and build efforts toward the vision.
- ▶ Designed and gained alignment for a new digital organization (20 headcount) and a new company operating model. Staffed the digital organization across key roles with external talent.
- ▶ Key digital capabilities in scope: Digital Customer Engagement Portals, eCommerce, Customer Relationship Management, Customer Service, Contracts Lifecycle Management, Web Analytics, Business Process Automation, Identity and Access Management, and Digital, Product, and Business Content Management.

Vice President of Marketing, Valvoline, Installers Channel (2013 - 2015)

Led business strategy, marketing strategy and execution, and P&L for Valvoline's Installers Channel business (~\$400MM in sales) that sells and distributes lubricants and automotive products to over 12,000 installer locations. Developed and implemented a new comprehensive marketing and business strategy, and built a high performing marketing organization to accelerate growth. Grew profit +27% and established a strategy and roadmap to double profit in 5 years.

- ▶ Built a high performing marketing organization by reorganizing existing employees and adding senior external talent (increasing from 5 to 14 direct reports).
- ▶ Introduced foundational marketing principles including a focus on understanding customer/consumer needs, driving behavior, developing clear "points of differentiation", and leveraging our product portfolio/service as competitive advantage.
- ▶ Developed and aligned a 5 year business and marketing strategy projected to deliver +\$160MM in profit
- ▶ Led development of actionable consumer and customer segmentations that directed sales priorities, customer targeting, marketing campaigns, product portfolio positioning, and new product launches.
- ▶ Led development and launch of differentiated marketing programs, new to the category, that drove premium lubricant products (+20% volume), expanded penetration across non-lubricant products (+24% GP), drove incremental consumer traffic to our installer customers, and tripled the ROI vs. previous marketing programs.

DUNNHUMBY, Cincinnati, OH

2012 - 2013

Director of Client Leadership

Led development of business opportunities with three Fortune 500 CPG / beverage clients and serviced these clients leveraging dunnhumby's granular data base of 56 million HH's to deliver solutions that drive client business. Solutions include consumer/shopper insights, shopper marketing, category management, co-merchandising, shelving strategies, ethnic strategies, and brand portfolio. Implemented a new corporate process to more effectively engage clients on their key corporate strategies, enabling Dunnhumby to more effectively offer valuable solutions.

VISA, Foster City, CA

2011

Head of US Marketing, Vice President, Credit & Cross Border

Led US marketing strategy and execution for the Visa Signature brand and Visa Cross Border programs totaling ~\$1 B in revenue with a team of 8 marketing reports. Led development and implementation of a new marketing strategy to deliver effective return on investment, differentiate the brand, and accelerate growth.

- ▶ Redesigned the Visa Signature brand strategy focused on card ownership awareness in order to drive usage of the card and share of wallet. Projected ROI improved from historical 0.22 to ~1.90.
- ▶ Delivered the 2012 campaign (TV, print, digital, social, eCommerce) leveraging travel & entertainment partners.
- ▶ Delivered a new targeted cross border strategy focused on the most profitable transactions and travel corridors.
- ▶ Directed a new product platform strategy through consumer segmentation and identification of engaging card features.
- ▶ Piloted Visa Signature marketing in digital & social media leading to a new media strategy for 2012, and for overall Visa.

PROCTER & GAMBLE

1993 - 2011

Associate Marketing Director, Global Old Spice & Gillette Cincinnati, OH (2009 - 2011)

Led global brand strategy, marketing campaign and execution, product portfolio, and P&L for the Old Spice Global and Gillette Emerging Market global male grooming product lines including deodorant, body wash, after shave, and fragrance totaling more than \$1.2 B in global retail sales with a team of 10 marketing reports. Brand sales indexed 110 versus year ago for the QND quarter of 2010. Share was up +5 points on deodorants and +2 points on Body Wash versus year ago.

- ▶ Created and aligned a 5-year global Old Spice brand vision and multi-million dollar pipeline of global product initiatives to drive desired equity, address trial barriers, improve structural economics, expand into whitespace geographies and categories, and accelerate brand growth. Aligned spending and resources for execution and energized team behind it.
- ▶ Implemented a new Old Spice global brand visual identity and architecture to refresh the brand image, create global consistency, improve the shopping experience, and leverage the global brand innovation strategy.
- ▶ Established a global Old Spice campaign to guide consistent and effective communications, and to differentiate the brand.
- ▶ Directed breakthrough U.S. Old Spice brand campaign "The Man Your Man Could Smell Like" that protected the brand against competitive activity, drove substantial growth, and won 2010 Cannes Grand Prix.
- ▶ Delivered a new global product initiative "Old Spice Fresh Collection" that captured a 1.4% category share in 6 months and delivered at 170% versus target across North America and Central Europe.
- ▶ Created and aligned a new Gillette Emerging Markets strategy and 5-year multi-million dollar pipeline to bring focus and deliver growth across categories in Central & Eastern Europe, Middle East, Asia, and Latin America.
- ▶ Directed delivery against the product pipelines for both brands including product and packaging design, concepts, claims, TV, print, digital, social, OOH, ER/PR strategies, and in-store communications and design.

Associate Marketing Director, Global Pantene Pro-V, Cincinnati, OH (2007 - 2009)

Led global brand strategy, marketing campaigns, product portfolio, and P&L for global therapeutic shampoos and conditioners, naturals, hair treatments, and styling hybrid product lines totaling ~\$2 B in sales with a team of 3 marketing direct reports. Total brand retail sales grew 4% from \$4.02 to \$4.17 B.

- ▶ Renewed global brand strategy to refocus the brand in all regions (North America, Latin America, Asia, Europe, the Middle East, and Africa) on core ownable equities and category leading innovation that would differentiate and accelerate growth.
- ▶ Developed and launched a global performance naturals line of products ("Nature Fusions") with year one sales of \$32 MM (185 index vs. commitment) and a growth strategy with an \$850MM global initiative pipeline. Developed and aligned a new global strategy for the hair treatment portfolio with a \$350 million pipeline.

Regional Brand Manager, Pantene Pro-V CEEMEA, Geneva, Switzerland (2003 - 2007)

Led regional brand strategy, marketing campaigns and execution, product portfolio and P&L for Pantene Pro-V product lines across the CEEMEA region (Central & Eastern Europe and the Middle East) with 1 direct and 20+ indirect marketing reports. Grew sales from \$280 to \$490 MM (+75%) and grew profits on average 22% per year.

- ▶ Consolidated brand management from 14 local marketing organizations covering 114 countries into a regional model.
- ▶ Designed, developed and executed the first total brand re-stage in 5 years including a new brand advertising campaign.
- ▶ Launched seven best in class brand initiatives delivering \$25 MM in NPV, and +\$54 MM in revenue (+16 % brand growth.)

Assistant Brand Manager, Crest North America, Cincinnati, OH (2001 - 2003)

Led marketing campaign, product positioning, and overall financial delivery (NOS, gross margin, profit) for new product launches supporting the \$750 MM North America Crest toothpaste business. Sales +19%, share +13%, and profit +70%.

- ▶ Designed, developed, and launched Crest Whitening Expressions, the largest Crest initiative in 20 years.
- ▶ Led one of the most successful brand package changes in P&G history (current "Blue Starburst" design)
- ▶ Led design and positioning of Crest Pro-Health toothpaste ("Protects against the 7 signs dentists check most".)

Engineering and Manufacturing Manager, Health Care, Cincinnati, OH (1993 - 2001)**EDUCATION**

B.S., Bachelors of Science, Mechanical Engineering, The Ohio State University, Columbus, OH, 1988 - 1992, *Cum Laude*