**Abe Gorelick**

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**STRATEGIC INSIGHTS | DATA ANALYTICS | DIGITAL CONTENT | BRAND BUILDING**

Hands-on senior business and marketing problem solver with extensive experience leading strategic and operational initiatives. Expert at leveraging the power of data and digital and social innovation to develop and execute customer-focused marketing strategies and lead branding, marketing mix optimization initiatives, and multi-channel integrated programs. Skilled at cultivating relationships with senior leaders and business partners, identifying business development opportunities, and delivering transformational outcomes. Major successes motivating integrated teams, collaborating across functional areas at all levels, and cultivating talent to maximize contributions. Business impact realized at organizations including Harvard University, Ogilvy Worldwide, Fidelity Investments, Capital Group, MFS, Vertex Pharmaceuticals, Abbott Labs, and Virgin Group.

**Education**

MBA, Marketing, University of Chicago Booth School of Business

BA, History, University of Pennsylvania

**Professional Experience**

**Marketing Consultant, Harvard Institute for Quantitative Social Science**, MA, June 2019-present

Hired by Executive Director to develop an integrated marketing materials portfolio that will heighten the profile of IQSS across the Harvard community, and promote its value and offerings to prospective donors, partners, and affiliates.

**Strategic Marketing/Business Consultant, Institute for Career Transitions**, MA, 2017-present

Selected as launching member of The Collaboratory (MIT Sloan research off-shoot), a revolutionary initiative on the future of work that revitalizes the job search process and develops alternative income streams for professionals with wide-ranging functional and business expertise.

* Created strategic framework and strategy for entrepreneurial approach to traditional job search.
* Served as coach/collaborator to further the cohort members’ and ICT’s business efforts.

**Customer Segmentation Consultant, BEAM Interactive & Relationship Marketing**, MA, 2016-2017

Recruited to assess client’s (MFS Investments) customer segmentations and provide recommendations for building a new segmentation oriented around CRM needs and goals with messaging, audience targets, and measurement. Project findings and recommendations extremely well received by MFS CRM and Data Analytics senior staff.

**Brand Strategy Consultant to Miles Young, Chairman/CEO, Ogilvy & Mather**, **WW**, NY, 2016

Recruited to lead a high profile, quick turnaround project for a key non-profit client, South Street Seaport Museum. Under tight timeframes, delivered a comprehensive, overarching marketing and media plan, and a brand awareness campaign to drive revenue in an underutilized business.

* Within 1 month, my team introduced innovative revenue generating ideas, delivered an integrated communications plan, designed a new website with enhanced functionality, completed a comprehensive competitive review and recommended tiered-service offering.
* Client was quote “blown away” by the project deliverables.

**Account Director, MMB**, MA, 2014-2015

Managed sales and business relationships for three key MMB accounts: Capital Group’s American Funds, Subway Canada and UNICEF. Relied on strong analytical capabilities to research and quickly react to changing marketing landscape, optimizing marketing effectiveness.

* Prospected and led the team responsible for winning a significant digital and branding assignment for the American Funds.
* Developed the strategy, oversaw the digital, social and video creative and executed the launch of American Funds’ new “Active Advantage” program.
* Requested by client executive team to lead and facilitate the strategic planning session to develop a user experience map and messaging hierarchy framework. Successful planning session resulted in most comprehensive customer-centric engagement strategy ever.
* Increased sales in Subway Canada by introducing unique digital and social media elements for 9 marketing “windows” each with their own promotional elements, tie-ins and product events.
* Asked to revive a languishing project; guided final development and launch of UNICEF’s award winning video “[Elika’s Escape](https://adsoftheworld.com/media/ambient/unicef_elikas_escape),” raising awareness of the appalling situation of children in South Sudan.
  + Video went viral, exceeding all expectations and was awarded 5 Golds at *2015 AdClub of Boston Hatch Creative Awards* including “Best Public Service” and “Online Video” entries.

**Principal, Global Strategy Consulting & Innovation Group, Acxiom**, AK, 2011-2013

Led data base marketing and cross-channel prospecting optimization for some of the largest financial services institutions in the industry, including Fidelity, Bank of America, TD Ameritrade, and Oppenheimer Funds. Introduced innovative programs to increase marketing return on investment.

* Used behavioral segmentation and analytical insight to produce customized content and product offers, improving overall customer experience and product engagement.
* Improved quality of prospect while lowering CPA by 10%; developed a micro-segment, digital and multi-channel targeted messaging acquisition plan.

**VP and General Manager, Epsilon**, MA, 2009-2011

Led integrated client teams managing the marketing technology engagements for 5 large Healthcare clients: Abbott Labs, Novo Nordisk, Vertex Pharmaceuticals, Abbott Diabetes Care, and Astellas.

* Developed strategic rationale and up-sold projects, increasing revenues by 23%.
* Partnered with Vertex advertising agency to develop strategic platform and deliver all marketing materials for a new Hepatitis C medicine: delivered all ahead of schedule, at an 11% cost savings.
* Increased projected revenue from Abbott Labs client by 17% using consultative sales skills to up-sell assignments. Enhanced integrated client services profile, technology, and analytics teams.

**Founder & President, Manifold Marketing**,MA, 2006-2009

Utilized extensive research and metrics to help clients make data-driven choices about their marketing spends, strengthen their brand and increase revenues. Clients included:

* Virgin Group and CircleLending. Hired by Virgin Acquisition Team and Richard Branson to oversee the repositioning and launch of CircleLending as Virgin Money USA. Grew lead volumes by 300% and increased sales by 40% via an integrated digital and offline communications, public relations, and event plan.
* Harvard Business School Executive Education: Hired to guide research and drive new positioning, program-specific advertising, and collateral redesign resulting in exceeding 2007 enrollment goals and increasing 2008 revenues by 16%.
* State Street Corp.: Project managed a global initiative incorporating company-wide research, positioning, and brand identity strategies, with ultimate goal of re-engineering marketing approach.

### Senior VP, Corporate Marketing & Communications, Fidelity Investments, MA, 2002-2006

Chosen to lead a cross-company positioning and re-branding initiative. Redesigned sales support system and all online + offline communications. Oversaw brand standards guideline development. Restructured and managed a team of 85 professionals in client services, creative development, Electronic marketing, production and fulfillment, and meetings and events.

* Directed strategy and creative development of largest-ever institutional advertising effort, aligning but differentiating FIIS among other Fidelity companies. Introduced new value proposition, brand and tagline.
* Reduced sales support system SKUs 20% by process improvements; realizing 12% budget savings.
* Managed increased workload and volumes resulting in record revenue levels: new jobs +26%; completed jobs +51%; in-bound call volume +19%; literature orders +26%.