# JUDITH S. WILLIS

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**Right Brain/Left Brain Strategist Who Combines the Art & Science of Marketing to Transform Brands**

Energetic senior marketing executive with a proven history of bringing innovation and visionary thinking to B2B and B2C companies that results in achieving bottom-line success. A right brain/left brain strategist who combines the art and science of marketing while leveraging the newest technologies available. A proven integrated marketing leader and entrepreneur who knows how to weave social/digital media with traditional marketing disciplines to produce game-changing strategies.

**CORE COMPETENCIES THAT OPTIMIZE VALUE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Executive Leadership
* Mentoring & Developing High-Performance Teams
* Strategic Marketing Consulting
* Competitive Positioning for ROI Growth
* Analytics & KPI Management
* Market Research
* Branding
* Social Media Strategies
* Digital Marketing
* Sales Management & New Business Development
* Innovation & Entrepreneurship
* Business Process Modeling
* Budgeting & Operations
* Strong Negotiator / Collaborator
* Competitive Intelligence
* Market Segmentation
* P&L Responsibility
* New Markets Identification
* Flexible & Quick Execution
* Change Management

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**A CAREER OF INCREASED RESPONSIBILITY & PROFITABLE GROWTH**

**JUDY WILLIS MARKETING, LLC – Canton, NC 2011 – Present**

**President, CEO and Fractional Chief Marketing Officer**

Judy Willis Marketing, LLC is an issues-based, data-driven marketing consultancy that collaborates with senior executives to resolve business issues using fact-based methodologies and market research. Judy Willis serves as a Fractional Chief Marketing Officer for equity-backed startups and small to midsize businesses in both B2B and B2C markets. Judy helps companies monetize their products and/or services to drive revenue. Companies who have benefited from Judy’s Fractional CMO services are:

* **Engle Martin** (national loss adjusting & claims management) – **2 ½ years/ongoing** – rebranding; repositioning; thought-leadership; social media & blogs; website & intranet; collateral: digital marketing
* **Alliance MRP** (insurtech startup; consumer managed repair process company) **2 years / ongoing** – branding and monetization of startup; communications plan and website; market research; sales support; social media; corporate identity
* **Real Theory** ( Kubernetes technology platform SaaS start-up) – **2 years** / strategic marketing & research; leadership and management of teams; product-led marketing
* **Low & Bonar** (woven and non-woven textiles) – **2 ½ years prior to them being acquire** / strategic planning for all business units; market research; social media; digital campaigns; repositioning for M&A; global team leadership (UK, China, the Netherlands)

**ADVISORY BOARD MEMBER – Canton, NC 2022 - Present**

* **Ayuda Health** (self-managed tech platform for medical compliance)
* **Wijit DBS** (wheelchair driving and braking system)
* **PlumlogixU** (online-based training for critical life skills / careers)
* **Burke Brands** / Don Pablo Coffee (vertically integrated coffee growers)
* **K9 X-Factor** (premier canine protection services)

**HEALTHPLUS MANAGEMENT, LLC – Garden City, NY 2015 - 2015**

**Vice President of Marketing/CMO *(Physician Practice Management Company)***

Headed up the new Marketing Department and Call Center of this entrepreneurial Physician Practice Management Company. Developed strategic and tactical marketing plan for referring attorneys, employers, specialty physicians and payors, and executed a highly targeted digital marketing campaign to gain awareness for Physical Medicine & Rehabilitation (PM&R) practices, otherwise known as Physiatry. Reported to CEO and served on the Executive Leadership Team.

* Developed sales and marketing plan to drive increased revenue by 24% (grew current account business, added ten new employer accounts and opened four(4) de novo physiatry sites)
* Conceptualized and implemented digital/social marketing initiatives to drive inbound marketing click-thru rates of 28% and conversion rates of 18%

**EDUCATION CORPORATION OF AMERICA (ECA) – Birmingham, AL 2012 - 2014**

# Director - Marketing *(For-Profit Higher Education Company)*

Directed all strategic marketing efforts for the two online higher education business units: Virginia College Online Programs (VCO) and New England College of Business (NECB). Functional Lead for Corporate Military and Academic marketing initiatives. Served as an executive advisor and strategist to the college Presidents and the corporate CMO and SVP.

* Achieved revenue stretch goals of 28% increase in EBITA for **Virginia College Online**

#  Developed and achieved three-year strategic plan for Virginia College Online; surpassed ROI goals by restructuring business unit

* Re-branded newly acquired **New England College of Business (NECB)**, repositioning it for continued growth in areas outside of finance. Executed strategic and tactical marketing plans to grow enrollment via employer partners
* Grew NECB website views via social media by 144 % within one year

# PORTER NOVELLI – Atlanta, GA 2009 – 2011

# Senior Vice President, Consumer Practice *(Global Public Relations Company – Part of Omnicom)*

Established and grew a new Consumer Practice for the Porter Novelli (PN) Atlanta office. Directed all new business development, business operations, P&L, market research, client services, talent management and support for practice. Member of the Senior Leadership Team.

* Grew inherited $40K Consumer Practice by more than 1500% over an 18-month period, bringing in revenues in the seven figures and profitability of 27%.
* Championed new business development activities which resulted in landing new consumer accounts, including **Asbury Automotive Group, Bayer Crop Science**, and **Girls Scouts**; lead network-wide new business development pitches
* Established best practices for global business development and directed new business “hunt teams” for Porter Novelli North America
* Served as the Interim Chief Marketing Officer for one of Porter Novelli’s Fortune 500 clients, **Asbury Automotive Group**

**MERGE AGENCY, LLC – Atlanta, Georgia 2008 - 2009**

**Chief Marketing Officer *(Strategic Marketing & Advertising Firm)***

Conceptualized the “CMO-for-Hire” practice for the firm, and served as the agency’s chief executive, managing all day-to-day activities of the agency. Championed all marketing, business development, business operations, market research, and client services and support for agency. Directed all strategic planning for the healthcare/ medical devices practice and lead the CMO-for-Hire practice for the firm.

# Filled the sales pipeline/soft backlog with over $1million of opportunities within first 6 weeks of hire

* Pursued and closed new business accounts within first 3 months, including **Manheim/Cox Enterprises, IHG, SITA, NeoMedia**
* Served as subject matter expert (SME) on North Highland key accounts: **American Red Cross, Molson Coors, AT&T, Sunrise Medical, BAC, AstraZeneca**

**BRIGHT IMPACT, INC. – Atlanta, Georgia** **2000 - 2008**

**President, CEO and Co-Founder *(Award-winning Integrated Marketing Firm)***

Directed and managed the overarching strategic direction and P&L of the firm. Championed all marketing and business development, business administration, finance, human resources, and client services, as well as led the marketing research, strategy and planning practices of the firm. Clients included **ChoicePoint, EarthLink Wireless, Fujitsu, Recall Corporation, Sensormatic, Per-Se Technologies, Cingular Business Solutions, LXE, Superior Essex, AMVESCAP, Georgia-Pacific Business Papers Division, COX Communications, TSYS, Southern Orthopedic Specialists, SITA, Grande Communications, Leasing Desk, BlueLinx,** and **Optimi.**

* Conceptualized and developed company business plan, financial plan and projections including competitive analysis and market assessments. Launched new agency during a soft economy.
* Drove double and triple digit sales growth since inception
* Attracted and landed well-known, blue-chip clients to client roster
* Increased firm’s visibility through an aggressive PR and self-promotional strategy
* Attracted and retained the “best and the brightest” team members
* Secured aggressive line-of-credit negotiated with large, national financial institution

**GRAPHICA DESIGN & COMMUNICATIONS, INC. – Atlanta, Georgia & Dayton, Ohio 1990 - 2000**

**Senior Director, Business Development and Principal; Opened Atlanta office**

**LEXIS-NEXIS – Dayton, Ohio 1988 - 1990**

**Manager, Lexis Market Planning - Legal Markets**

**VIACOM/FOOTE CONE & BELDING—Philadelphia, Pennsylvania** **1987 - 1988**

**Account Executive, Healthcare Advertising**

# EDUCATION

**M.B.A, Marketing**, University of Connecticut, Storrs, CT

**B.S, Biology/Pre-Med,** Mount Holyoke College, South Hadley, MA

**PROFESSIONAL AFFILIATIONS**

**Georgia Executive Women’s Network (GEWN)**

Board Member (2002 to 2006) -- Served as President 2004/2005

**American Marketing Association (AMA) American Management Association (AMA)**

**VOLUNTEER EFFORTS**

**Advisory Cloud (**Advisory Board Member**)**

**Junior Achievement (**Atlanta**)**

# Visiting Nurses Association (Past Board Member)

**Mentor (**Georgia Executive Women’s Network**)**

**University of North Carolina – Asheville (**Business Mentor**)**