
MARKETING PROFESSIONAL

Accomplished, decisive, and knowledgeable marketing manager with 15+ years' experience in dynamic, profit-oriented businesses such as Hewlett Packard, Keebler Company, and Hanover Foods. Recognized for possessing passion for building strong brands utilizing integrated marketing methodologies and successfully managing consumer product market penetration initiatives using innovative methodologies. Demonstrated track record related to business and sales management skills. Energetic leader and mentor; easily build team cohesion and inspire individuals to strive toward positions of increasing responsibility. *Core professional competencies include:*

- Cross-functional Team Leadership
- Customer Segmentation
- New Product Introduction
- Market and Business Development
- Product Positioning
- International Marketing
- Strategic Brand Management
- Integrated Marketing
- University-level Instruction in Marketing
- Market / Trend / Data Analysis

SIGNIFICANT PROFESSIONAL ACCOMPLISHMENTS

- ◆ **Increased sale of Hewlett Packard paper 17%, digital cameras 13%, and printers 4%** by leading cross-functional partnership with digital camera, paper, and printer divisions to create special consumer offer involving paper and printer specials for consumers purchasing digital cameras.
- ◆ Collaborated with team members throughout Asia, Europe, and South America using integrated marketing techniques to develop "**hp invent**" brand strategy platform. Gained support from executive team and led company-wide implementation.
- ◆ **Generated more than \$2M in annual revenue in less than 2 years** by building and successfully managing team of 12 sales and marketing members.
- ◆ **Grew Keebler's convenience cookie and cracker division 15%** by consistently meeting or exceeding P&L targets and successfully launching line extensions and new products.
- ◆ **Achieved 40%** store penetration along the Eastern Seaboard in just **4 months** through conceptualization, development, and introduction of new Hanover Foods soft frozen pretzel products.
- ◆ **Developed Ameritrade's new company-wide client segmentation framework** focused on supporting a client-centric organization versus a product-centric entity. Implementation led to reduction in attrition, increase in customer loyalty, and significant decrease in acquisition costs.
- ◆ Managed **new worldwide corporate identity program** involving packaging, collateral creation, advertising, and image library. Created online tool to assist field with selection of correct image and messaging to be used for specific programs.
- ◆ Recruited to teach **Strategic Brand Management graduate classes at Oregon State University and the University of Oregon.**

EXPERIENCE AND SELECTED ACHIEVEMENTS

Director, Client Development, 2004 - Present
AMERITRADE; Omaha, NE

Recruited to largest online trading company with 3.5 million clients to provide leadership in transforming organization to client-focused from former product-centric approach by directing efforts related to segmentation framework implementation. Challenged with conducting thorough market research, creating value propositions, and realigning organizational structure and resources positioning company for success.

Selected Accomplishments:

- Collaborate with company's President to develop targeted client audience, reduce attrition and coordinate acquisition efforts.

Résumé Continues...

- Leading standardization of marketing initiatives throughout organization to emphasize common goal focusing on client, building loyalty, maintaining margins, and growing client base.
- Facilitate educational sessions with executive team focusing on client-centric approach to marketing.
- Assist marketing team with establishing client segments to support entire online client experience.

Director, Brand Strategy, 2002 - 2004
ESTEEM BRANDS; Vancouver, WA

Esteem Brands is a brand consulting agency, working with clients to manage company marketing and product plans, which encompasses business strategy and operations. Services include new product introductions, product positioning and messaging, brand strategy and brand equity tracking. Go to market plans include channel programs, merchandising, advertising and budgeting.

Manager, Brand Strategy Worldwide Consumer Business Organization, 1999 - 2001
HEWLETT PACKARD COMPANY; Vancouver, WA / Corvallis, OR

Promoted to worldwide consumer business team, focused on rebuilding *hp* consumer brands by establishing a "one company, one brand" brand strategy platform. *hp* consumer products included digital cameras, scanners, printers, PCs, CD-writers and handheld appliances.

Selected Accomplishments:

- Developed and implemented brand strategy platform resulting in focused, clear consumer messaging increasing sales and reducing overall marketing expenditures.
- Created customer segmentation model to better target marketplace; realigned brands and strategies to focus on specific customer; participated in development of "hp invent" brand promise in support of customer segmentation model.
- Leveraged new brand throughout organization, implementing a worldwide training program for over 1,200 hp marketing professionals, driving brand promise within organization, emphasizing inventiveness and ingenuity and assuring translated message to consumer.
- Launched new brand promise and strategy; developed identity program and messaging plan to assure immediate recognition and long-term success.

Manager, Brand Equity Inkjet Business Unit, 1996 - 1999
HEWLETT PACKARD COMPANY; Vancouver, WA / Corvallis, OR

Consolidated marketing efforts of LaserJet, Inkjet and associated supplies divisions under common strategic brand platform "Expanding Possibilities". Developed and implemented common go-to-market brand message and identity worldwide. Position required "brand evangelist" to convert initial resistance from individual organizations and groups.

Selected Accomplishments:

- Managed new consumer brand, repositioning Inkjet printer and supplies marketing in the face of strong competition, effectively regaining market share.
- Aligned all packaging and messaging to central brand promise, achieving global marketing success with "expanding possibilities" marketing focus.
- Worked with advertising agencies and marketing teams, directing efforts to center on corporate theme and coordinated all regional marketing efforts on global basis, reviewing programs, merchandising and product introductions, determining all efforts reinforced brand promise.
- Created and wrote comprehensive brand guidelines and presentations, delivering message throughout 6 divisions and 5 global regions.
- Directed equity measurement model efforts with Interbrand, the world's leading brand consultants, developing basis for measuring customer loyalty for "expanding possibilities" program.

Product Manager, 1995
HANOVER FOODS; Hanover, PA

Recruited to privately held business to manage regional \$45 million canned goods division and launch \$1.8 million frozen soft pretzel business. Researched sales and marketing initiatives relative to canned goods business in effort to achieve sales team focus. Soft frozen pretzel challenge was to gain freezer space with minimal slotting fees.

Selected Accomplishments:

- Interacted with sales force and customers to gain better understanding of consumer needs and sales cycle implications to frame a top selling product base. Identified twelve core products, and successfully rebuilt product line that increased profitability and exceeded projections.
- Directed promotional and advertising programs, including consumer coupon and product demonstration programs and focus group research efforts.

Managing Partner, 1992 - 1994
USI CORPORATION; Stamford, CT

Built national commercial real estate services business. Generated revenues of new services business from \$70,000 to \$1.7 million annually within two years. Focused on sales and business development. Leveraged industry knowledge with quarterly publication used to generate core business.

Selected Accomplishments:

- Developed business concept with custom real estate services, calling on Fortune 500 companies as key alliances/clients.
- Built a publication customer base that included high profile corporations such as UPS, IBM, Wal-Mart, GTE, Crown Cork & Seal, Texas Instruments, American Express and Olsten Temporary Services.
- Managed publication marketing staff to multi-purpose client base, rolling publication prospects and clients into overall USI client base and effectively selling additional services.
- Built publication with a distribution list of 16,000 chief financial officers, commercial real estate executives and service providers to generate leads.

Product Manager, 1989 - 1992
KEEBLER COMPANY; Elmhurst, IL

Initially hired as Marketing Associate. Quickly promoted to Product Manager over all Keebler cookies and crackers sold through convenience stores and mass merchandisers nationwide. Challenged with developing initiatives to differentiate this \$7 million product line on the shelf and generate consumer desire to pull low-popularity categories from shelves, moving items to cash register sales.

Selected Accomplishments:

- Managed entire product line with full P&L responsibility; oversaw production, production volume, quality, packaging and testing. Created promotions, developed sales materials and implemented field marketing.
- Produced programs to build greater volume in convenience stores with innovative product displays that increased volume by 18% on major brands and up to 40% on lesser-known products
- Introduced and successfully launched two new products, a new line of snack dip for potato chips and a new beef jerky product.
- Designed and directed contest-driven NBA and Super Bowl Championship promotions, combining attractive seasonal tie-ins to product line.

EDUCATION

Master of Business Administration (MBA); College of William and Mary, Williamsburg, VA
Bachelor of Science / Bachelor of Fine Arts; Southern Methodist University, Dallas, TX