



Global Marketing Operations Executive

JOE REINSTEIN

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A transformational marketing professional, brand builder, and growth architect who provides the vision and leadership necessary to steer organizations to increased awareness, market share, customer acquisition, and revenue growth.

Joe Reinstein drives organizations to achieve impressive wins through strategic leadership focused on satisfying all stakeholder needs. The through-line in his career is a determined focus on the end-user that enables him to align internal operations with structured service delivery and create brand awareness campaigns, resulting in solutions that produce double-digit profit margins for companies and customers.

Joe has played a vital role in steering businesses through challenging situations throughout his career. He does this by calling on his expertise and industry passion for pinpointing breakdowns in processes, communications, and project execution to help him identify and implement solutions that reverse downward trends and achieve profitable results. His comprehensive experience in marketing operations, directing influencers, and creating corporate visual, multimedia, and product marketing strategies inevitably drive brand and corporate awareness across diverse platforms.

Joe has a proven track record of creating promotional campaigns that fill marketplace gaps. For example, when Performics faced increased competition, Joe repositioned the company as the original global performance marketing agency, created six proprietary growth solutions, an *Intent Lab*, then designed and implemented a consumer *Digital Satisfaction Index* to measure online behaviors and interactions. As a result, the company experienced record-high new business revenue of \$10-26M for three consecutive years and a 58% increase in marketing exposure for Performics. In addition, Joe was named a "Leader" in the *Forrester Digital Marketing Agency Wave* in recognition of the contributions he made to the company's turnaround success.

A trusted leader, team member, and partner, Joe's recruiting strategy is to hire and train highly-accomplished teams to form the backbone of a company's marketing operations. An executive who thrives on leading global matrixed teams, he equips and empowers individuals to function at their best, rise to any challenge, and work together to achieve goals. Joe excels when he works cross-functionally, gaining input from team members and then linking strategy and vision to drive businesses to sustainable growth. His goal is to bring out the best in colleagues by tapping into their strengths and recognizing contributions through positive reinforcement. Joe's mantra is, "I love my teams and I will do anything to help them succeed."

Joe's educational background includes a Bachelor of Arts degree in political science from Oberlin College at Oberlin, Ohio. During his junior year, he studied abroad, taking courses in the Lake Forest College's Classical Studies Program in Greece and Turkey, and at the Institute for Economics and Politics at Beaver College at The London School of Economics.


Joe and his wife, _____, reside in Chicago, IL.

"Joe has a far-reaching intelligence and handles his work with apparent ease and evident good cheer. His mind is quick, and his knowledge is broad. I've known Joe for 20 years, and he's always been a straight-shooter and a stand-up guy. Dependable, solid, and interested. He leans into his work and his life. He earned my complete trust long ago."

Adrian Danzig
Teaching Lead/Curriculum Development
The Actors Gymnasium


PROFESSIONAL HISTORY & HIGHLIGHTS

GLOBAL GROWTH OFFICER

 Joe led marketing, business expansion, and strategic planning for a \$5B global performance marketing agency in this role. Directing 80+ team members globally across 57 offices, he successfully navigated the development and commercialization of media, analytics, eCommerce, and SaaS solutions, connecting data and media to more personalized and compelling brand experiences.

Notable accomplishments in this role include a complete rebranding of the company as the original global performance marketing agency. This rebranding translated into record-high new business revenue of \$10-26M for three consecutive years and a 58% increase in marketing exposure for Performics. During this time, Joe also played a crucial role in ensuring the new branding was consistent and translated well worldwide. He also created a new "Darwin" brand that combined five media analysis and optimization tools into one product. Darwin achieved special recognition and validation from *Forrester's Total Economic Impact Report* that demonstrated the tool's cost savings could drive \$24M+ in conversion benefits and a 205% ROI after its launch. He also increased employee retention by implementing a reward system that financially and publicly recognized staff members for their contributions to the team and company.

EXECUTIVE VICE PRESIDENT, INTEGRATED SERVICES

 As Executive VP, Joe directed a 15+ member US team in creating marketing, business development, and strategic plans. He was also in charge of advancing and commercializing media, analytics, eCommerce, and SaaS solutions connecting data and media to more personalized and compelling brand experiences.

In this position, Joe began the company rebranding process and repositioning of the organization's value proposition, then rolled it out globally. He also created new full-funnel, omnichannel, go-to-market strategies for B2C, B2B, D2C retail, and tech companies from startups to multi-billion dollar enterprises.

CHIEF MARKETING OFFICER



As the CMO for Chicago Blues Experience, Joe oversaw the creation of brand strategy, media and marketing plans, and all deliverables for launch of the new startup. He also wrote a revised prospectus for a \$50M blues museum, live performance center, restaurant, retail, and nonprofit foundation. Additionally, he directed investor presentations and designed and managed the organizational website.

To help the organization get off the ground, Joe formed an Artist Board and established and cultivated ongoing vital partnerships with the Grammy Foundation, Office of the Mayor, Choose Chicago, Department of Cultural Affairs and Special Events, and Parent Power Chicago.

DIRECTOR OF SURROGATES | 2013 PRESIDENTIAL INAUGURAL COMMITTEE



Joe was tapped by the Democratic National Committee to serve as operational lead for talent performances at all official events for the 2013 presidential inauguration. Joe's role was to hire surrogate department staff, performing talent, and to create and manage the surrogate/talent budget, contracts, travel, and logistics for artist performances. Additionally, Joe facilitated and ensured outreach to all Obama for America campaign surrogates to coordinate speaking engagement and coordinate with the White House, production companies, broadcast partners, surrogates, and the United States Secret Service to ensure all surrogate events ran smoothly.

A main contribution in this role was securing performing talent on behalf of the Obama campaign and the Democratic National Convention for inaugural events. Among the hundreds of performers and speakers Joe retained were Marc Anthony, Beyoncé, Kelly Clarkson, Chris Cornell, Jamie Foxx, Fun, Jennifer Hudson, Alicia Keys, John Legend, Maná, Brad Paisley, Katy Perry, Smokey Robinson, James Taylor, Usher, and Stevie Wonder.

DIRECTOR OF SURROGATES



The 2012 Obama for America campaign hired Joe to build and steer the management of the surrogate operation for President Obama's re-election campaign through its Chicago headquarters. Joe's main charge was to recruit, prepare, and deploy influencers to endorse, speak, and make public appearances on his behalf of the President during the election. As part of his responsibilities, Joe wrote a mission statement and created strategy documents for the deployment of surrogates.

For the 2012 Democratic National Convention, Joe booked 22 speakers/performers to appear that week, including President Bill Clinton and high-profile celebrities that included James Taylor, Marc Anthony, and Kerry Washington, to name a few. Thirteen networks, including several Spanish-language networks, broadcast Thursday's event, and 35.7M people watched President Obama accept the nomination. The audience for the prime-time coverage of the final night of the Democratic National Convention eclipsed the 30.3M who tuned in to the Republican National Convention that year.

In this critical role, Joe hired and trained a staff of 24 to recruit 1,008 surrogates, built a database in Salesforce, provided media training, and wrote surrogate communications. Joe then developed a social media operation and wrote digital content to assist surrogates in reaching their followers and fans to encourage them to volunteer, donate, and vote. As a result, surrogates helped raise over \$1B for the 2012 election and created the most significant grassroots political movement in history.

DEPUTY SOCIAL SECRETARY | THE WHITE HOUSE



Before joining the 2012 re-election campaign, Joe handled planning and execution events at the White House for the President and First Lady. He served as the operational lead for the White House Social Office, which included budget management, mission statement and strategy development, and event execution. Joe was also responsible for national holiday, arts, and culture events at the White House. He also administered the budget, strategy, creative, and production for broadcast partnerships and national television specials aired from the White House.

Joe created a strategic roadmap for executing tens of thousands of events that made The White House a showcase and celebrated the best of the American spirit. He also championed and produced White House events attended by regular American citizens and young people from under-served, marginalized communities.

The President and First Lady wanted to quickly demonstrate the White House was the People's House and unify the country, so Joe and his staff produced an *In Performance at the White House* music series with nationally televised concerts. Shows included the *White House Poetry Jam*, *A Celebration Of American Poetry*, which featured Lin Manuel Miranda performing the Aaron Burr song from what would later evolve into his musical *Hamilton*, and *The White House Dance Series: A Tribute to Judith Jamison*. In addition, Joe teamed with the Grammy Museum to conduct music workshops with young people and students in the White House. They invited music teachers and students from under-served communities around the country to attend the White House concert series, partnered with the President's Commission on the Arts and Humanities, and with the Library of Congress to produce the Gershwin Prize honoring Stevie Wonder in 2009 and Paul McCartney in 2010. *The White House Music Series* was nationally televised on PBS and HBO and nominated for a 2010 Emmy Award.

VICE PRESIDENT, MARKETING



As VP Marketing at Medline, Joe was in his element, leading a marketing team of 40 designers, writers, and functional groups. The team created all company and client collaterals, and executed PR strategies, trade shows, events, direct mail, email, website, and digital marketing. Joe and his team managed three sales meeting events annually to train and motivate 350 sales reps on industry dynamics, customer needs, and marketing programs. They also engaged customers in conferences, events, and focus groups, and brought industry experts together to collect key customer insights and input on new products and marketing programs.

Joe's major contribution in this role was transforming brand perception of Medline from a low-cost medical products supplier to a prominent clinical solutions provider. Although rapidly growing, Medline had a reputation for providing low-quality, low price hospital supplies, so Joe created new positioning, pivoting the brand from a value proposition to a clinical solution provider. As a result, the company achieved \$250M in sales growth for two consecutive years. It also received increased quality scores from nurse practitioners, won significant new hospital system RFPs, and Medline booth at trade shows recorded record attendance and new customer prospects.

SENIOR VP | ACCOUNT DIRECTOR



At BBDO, Joe worked as operational lead for the US Wrigley account. He was responsible for managing the strategy and creative development portfolio of 11 Wrigley gum and mint brands. In this role, Joe oversaw an account service team of 14 and 100+ cross-functional agency team members. He was also responsible for the company's strategic business plan and P&L for the marquee account at BBDO Chicago.

Joe drew on his talent to find a way to re-energize Wrigley's old American icon brands experiencing stagnant growth and out-of-date creative. Six of the 11 Wrigley brands he managed - Big Red, Doublemint, Orbit, Extra, Juicy Fruit, and Winterfresh - required new brand campaigns. Joe successfully convinced Wrigley to invest in innovative promotions to freshen these brands for a new generation of teens and tweens. With a \$120M media budget and \$12M in production funds, Joe led his team in creating fresh, integrated campaigns across traditional and online media platforms. Ultimately, they developed a new brand and creative strategies for the entire portfolio of 11 gum and mint brands, so each brand had a unique value proposition. As a result, Wrigley brands achieved a historic high market share and recorded \$5B in sales, volume, and profit. During Joe's tenure managing the account, Wrigley brand creative won three Effies and numerous creative awards, including *CAF Best Spot* in 2005, eight *Adweek Best Spots*, and *Top 100 of 2005*.

VP | MANAGEMENT DIRECTOR | CO-FOUNDER



Earlier in his career, Joe co-founded and led an agency team that managed PepsiCo's Aquafina, Dole Juice accounts. He directed a \$30M Aquafina advertising budget that included a \$2M multimedia production budget and an \$8M promotional campaign.

If anyone could brand water it would be Joe – and he did it brilliantly! Under Joe's direction, the agency launched a new Aquafina campaign that overtook Coca-Cola's Dasani water to become the number one bottled water in the United States. To succeed, Joe and his team conducted a deep competitive drive to uncover differences in product formulations and settled on a new brand strategy and creative campaign focusing on purity. As a result, Aquafina achieved the status of number one bottled water product in the US within 24 months of launch, out-performing aggressive competitive marketing from Coca-Cola's Dasani. As a result, the PepsiCo North America Innovations team invited Joe to join them as the only non-PepsiCo person to develop new products and acquisitions strategies.

SERVICE EXPERIENCE

- [Museum of Contemporary Photography](#) – Darkroom 2021 Benefit Chair
Assembled benefit committee and led annual MoCP Darkroom2021 fundraiser with a virtual event, an in-person VIP event, and auction raising +\$200K.
- [Highland Park Community Foundation](#) – Board Member 2015-present
Board Member guiding overall operation and grant awards with a \$5+M endowment serving the community's unmet social, economic, and art needs. +\$700K in grants awarded in 2021.
- [Historic Preservation Commission](#) - City of Highland Park Mayoral Appointee 2014-present
Mayoral appointee to safeguard, preserve, and generate awareness for the historic and architecturally significant buildings in Highland Park. Responsible for demolition review, historic landmarking, and certificate of appropriateness for alterations.
- [SkyArt](#) - Board Member 2012-present
Led process for new brand architecture, rebranding, and new logo for 20-year-old free visual arts center for youth on Chicago's south and west sides. Led \$2M capital campaign committee for a new building with space designed by Theaster Gates.
- [Cool Globes](#) – Founding Board Member, Marketing Committee 2006-present
- [River North Dance Chicago](#) (now closed) 2006
Steered team in new brand architecture for one of Chicago's leading dance companies dedicated to the creative advancement, presentation, and preservation of jazz-based contemporary dance that creates an accessible, inspirational experience for audiences.
- [Anti-Defamation League](#)-Midwest 2006
Led team in developing new brand architecture for the nation's premier civil rights and human relations agency that fights anti-Semitism and bigotry by defending democratic ideals and protecting civil rights for all.