



## JOE REINSTEIN

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### EXECUTIVE SUMMARY

#### GLOBAL MARKETING OPERATIONS EXECUTIVE

*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. Expertise in heading business marketing operations, directing influencers, and creating multimedia marketing strategies to drive brand awareness and revenue across diverse platforms.*

#### BUSINESS ACUMEN

**OPERATIONS MANAGEMENT:** Led business expansion, marketing, and strategic planning for one of the world's largest global performance marketing agencies with annual revenues of \$5B.

**MARKETING MANAGEMENT:** Guided a marketing team of 40 designers, writers, and functional groups, to produce collateral and coordinate PR, trade shows, events, direct mail, email, website, and digital marketing for the largest privately held manufacturer and supplier of healthcare supplies in the US with over \$5B in sales.

**REVENUE GROWTH:** Repositioned Performics in the marketplace to generate record-high new business revenue conversion of \$10-\$26M annually for three consecutive years.

**TEAM BUILDING & MANAGEMENT:** Created strategic roadmap and led events operation for the Obama Administration leading cross-functional team across the White House, State Department, Secret Service, Executive Branch Agencies, and built and steered management of the surrogate operation for President Barack Obama's 2012 re-election campaign. Successfully managed acquisition and training for 1,104 surrogate influencers.

### EDUCATION & INDUSTRY CREDENTIALS

**EDUCATION:** Bachelor of Arts (BA) Political Science, Oberlin College-Oberlin, OH. Studies abroad during junior year included: Lake Forest College, Classical Studies Program-Greece and Turkey, and Institute for Economics and Politics at Beaver College, The London School of Economics

**INDUSTRY INSIGHTS:** Marketing and Advertising, Political Organizations, Retail, Government Administration, Animation, Automotive, Consumer Electronics, Consumer Goods, Entertainment, Event Services, Food and beverages, Hospital and Health Care, Museums and Institutions, Restaurants

**KNOWLEDGE OF OTHER BUSINESS CULTURES:** China, England, France, Greece, Italy, Japan, Spain, United Arab Emirates

### NOTABLE ACCOMPLISHMENTS

#### GLOBAL GROWTH OFFICER



**New Strategic Positioning Resonates In-Market.** Performics faced increased competition from global competitors and new entries in the digital media space.

The company needed to ensure that its strategic positioning and go-to-market strategy were differentiating and compelling. I conducted a SWOT analysis, then positioned Performics as the original performance marketing agency, created six proprietary growth solutions, established an *Intent Lab* in partnership with Northwestern University, and designed and implemented the *Digital Satisfaction Index*, a bi-annual assessment of consumer attitudes and behaviors on their online 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. As a result, Performics was named a "Leader" in the *Forrester Digital Marketing Agency Wave*.

**Played Key Role in Re-Branding.** Performics growth added 20+ offices to its global network. I was tasked with creating a consistent and compelling worldwide brand and strategy. To do so, I convened global marketing leaders to gather input and obtain alignment, surveyed the company's international offices to assess objectives and challenges, then ideated a new brand, a manifesto, and all creative deliverables for print and digital utilization globally. Rolled-out new company brand to clients and senior agency leaders at conferences in Chicago, London, and Shanghai. Results were 100% international adoption of the new Performics brand, improved employee retention and satisfaction, global adoption of new credentials for business development, and record-high revenue growth of \$10-26M for three consecutive years.

**Developed New \$1B Media Optimization Tool.** Performics had powerful tools to manage client digital media spend more efficiently and effectively. Still, the number of devices was confusing for clients and employees and difficult to sell to generate agency revenue. So, I partnered with analytics and technology to assess the most powerful tools and their competitive advantage. I then surveyed the global network to gather the best tools from around the world, then 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.

**Developed Case Study Library & Award Recognitions.** The new business team required case studies to demonstrate value proposition to new client prospects, but there were no standards or mechanisms to generate them. Also, demand for digital marketing talent was intense, and agency turnover was high. So, aiming to kill two birds with one stone, I created a *Case Study Library* and made it available across the global company network. I then generated a series of internal honors called the *Vanguard Awards* that recognized the best case studies and other work. More than 241 new case studies were nominated annually, with over \$50K in prize money given to company award winners. In addition, the awards generated over 123 finalist campaigns celebrated and merchandised across the international company network. Agency turnover also reduced below industry standards as a result.

## DIRECTOR OF SURROGATES



**Played Key Lead Role in Convention Planning.** The 2012 Democratic National Convention required increasing lackluster engagement of volunteers, donors, and the electorate in President Obama's campaign. Surrogates appearing and performing were critical to ensuring high TV viewership and a big convention turnout. I 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.

**Established Surrogate Group that Created Largest Grassroots Political Movement in History.** President Obama needed an army of highly engaging, influential, and well-prepared surrogates to endorse his re-election, raise funds, amplify messages, grow grassroots support, and get out the vote. After the near economic collapse, a lack of enthusiasm existed in the 2008 campaign, so surrogates became even more critical. I hired and trained a staff of 24 to recruit 1,008 surrogates, built a database in Salesforce, provided media training, and wrote surrogate communications. I 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. Sent weekly

updates and Twitter alerts to boost surrogates to actively tweet and post on Facebook on behalf of the President and the campaign. 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



**Created Obama White House Events Strategic Roadmap.** The new administration and White House Social Office needed to develop a strategic roadmap to produce White House events quickly. I wrote the White House Social Office mission statement and created a strategic roadmap for executing events and experiences to make The White House a showcase and celebrate the best of the American spirit. I presented and gained the approval of the mission statement and strategic roadmap then delivered on the President and First

Lady's guiding principle to make the White House the People's House with unprecedented access to events by regular American citizens and young people from under-served, marginalized communities. I also implemented a high-performance team that energized White House staff and leadership and produced tens of thousands of events with flawless execution.

**Created Arts & Cultural Events that Celebrated American Spirit.** President and Mrs. Obama wanted to quickly demonstrate the White House was the People's House and unify the country, so we produced an *In Performance at the White House* music series with nationally televised concerts. *The White House Music Series* celebrated *Fiesta Latina*, *Music of the Civil Rights Movement*, *Jazz*, *Motown*, *Country*, *Red White & Blues*, *Memphis Soul* and *Classical* on PBS and HBO and was nominated for a 2010 Emmy Award. 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, we teamed with the Grammy Museum to conduct music workshops with young people and students in the White House. We 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.

#### VICE PRESIDENT, MARKETING



**Transformed Brand Perception from Low-Cost Supplier to Clinical Solutions Provider.**

Medline had a reputation for providing low-quality, low price hospital supplies. While growing rapidly, the company was missing out on significant sales opportunities and customers due to the negative perceptions. I created new positioning pivoting the brand from a value proposition to a clinical solutions provider. Worked with the 22 product divisions to form customer input/feedback panels of industry experts in nursing, surgery, and procurement on new product introduction. Partnered with key customers on clinical trials that generated evidenced-based support for positive healthcare outcomes from using Medline products. Achieved \$250M in annual sales growth for two consecutive years. Increased quality scores from nurse practitioners, won major new hospital system RFPs, and Medline booth at trade shows recorded record attendance and new customer prospects.

#### SENIOR VP | ACCOUNT DIRECTOR



**Reenergized Old American Icon Brands to Achieve Record Sales and Profit.** Wrigley brands had stagnant growth and out-of-date creative. Big Red, Doublemint, Orbit, Extra, Juicy Fruit, and Winterfresh required new brand campaigns. Convinced Wrigley to invest in innovative promotions to freshen brands and court a new generation of teens and tweens. I led 100+ cross-functional team members and managed the

portfolio with a \$120M media budget and \$12M in production funds to spend on integrated campaigns across traditional and online media platforms. Our team developed new brand and creative strategies for the entire portfolio of 11 gum and mint brands. As a result, Wrigley products achieved a historic high market share and

recorded \$5B in sales, volume, and profit. During my tenure, 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



**Launched Aquafina to Become the #1 Bottled Water in the US.** Coca-Cola's Dasani was the number one bottled water in the US. PepsiCo was preparing to introduce its brand entry into the crowded category and required a unique and relevant positioning and creative strategy campaign to launch the product. I led a ten-member interdisciplinary multi-agency team through strategic planning, creative development, and production of deliverables. Conducted a deep competitive dive to uncover differences in product formulations and settled on a new strategy and creative campaign focusing on purity. As a result, Aquafina achieved the status of the number one bottled water product in the US within 24 months of launch, out-performing aggressive competitive marketing from Coca-Cola's Dasani. I was also asked to join the PepsiCo North America Innovations team 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 2014-2021  
*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](#)** – Board Member 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.*