

## 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 marketing and business development operations, directing influencer campaigns, and creating multimedia marketing strategies to drive brand awareness and revenue across diverse platforms.

**An exceptional executive leader who can guide and add value to any organization by:**

- Creating high-performance teams and culture that generate revenue and unite large, diverse, cross-functional, and global teams.
- Providing full-funnel, omnichannel, go-to-market strategies for startups and multi-billion dollar enterprises.
- Taking ownership of global creative and delivery, driving innovative solutions, and commercializing products to meet company objectives.

#### AREAS OF EXPERTISE

Global Marketing Operations Management | Brand Management | Business Development | Go-To-Market Strategy  
Strategic Direction | Executive Team | Sales & Marketing | eCommerce | Product Development | Public Speaking  
Creative Direction | Retail Operations | Competition & Trend Analysis | Cross-Functional Team Building

#### 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

## PROFESSIONAL WORK HISTORY | KEY ACHIEVEMENTS

### PERFORMICS-Chicago, IL ([performics.com](http://performics.com))

*One of the largest global performance marketing agencies in the world*

#### GLOBAL GROWTH OFFICER

JUL 2017-JUN 2021

Led marketing, business development, and strategic planning for \$5B global performance marketing agency. Headed the development and commercialization of media, analytics, eCommerce, and SaaS solutions connecting data and media for more personalized and compelling brand experiences. Directed 50+ team members globally across 57 offices.

#### KEY ACHIEVEMENTS

- **Crafted a new company positioning** that leveraged Performics as the original global performance marketing agency to utilize data and consumer intent to create a more personalized, efficient, and effective digital brand experience. New positioning generated record-high business revenue conversion of \$10-\$26M annually for three consecutive years.
- **Branded the Darwin performance media suite** by combining five media analytics and optimization tools fused into one brand available to Performics clients to manage and optimize digital media. The Darwin tool manages over \$1B in digital media globally.
- **Packaged six global proprietary growth solutions** to deliver data and enable a consistent strategic marketing approach to winning and leading client business.

#### EXECUTIVE VICE PRESIDENT, INTEGRATED SERVICES

JUL 2015-JUL 2017

Directed 15+ member Marketing, Business Development, and Strategic Planning teams in US. Responsible for creating a media planning process, increasing agency brand awareness and press visibility, and generating new business revenue.

#### KEY ACHIEVEMENTS

- **Drove rebranding and repositioning of company** value proposition and rolled out in US and globally.
- **Generated record-high US new business** revenue of \$8-15 annually.
- **Formed the Intent Lab** in partnership with Northwestern University to produce academic research and insights, and create a marketing platform to own consumer intent positioning. Intent Lab research led to Intent-Based Marketing platform and increased agency visibility at CES, Cannes, VivaTech and AdWeek.
- **Created Intent-Based Planning framework and new full-funnel, omnichannel, go-to-market strategies** for B2C, B2B, D2C retail, and tech companies from startups to multi-billion dollar enterprises.

#### CHICAGO BLUES EXPERIENCE-Chicago, IL ([brcweb.com](http://brcweb.com))

*Designed to be a \$50M blues museum, live performance center, restaurant, retail, and nonprofit foundation*

#### CHIEF MARKETING OFFICER

JUN 2013-JAN 2015

Oversaw the creation of brand strategy, media and marketing plans, and all deliverables for launch of the new startup. Wrote revised prospectus for a \$50M blues museum, live performance center, restaurant, retail, and nonprofit foundation. Directed investor presentations and managed website design.

#### KEY ACHIEVEMENTS

- **Created mission statement**, brand architecture, communications strategy, and launch plan.
- **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.
- **Formed Artist Board.**

#### 2013 US PRESIDENTIAL INAUGURAL COMMITTEE-Washington, DC

*Committee charged with event management for all official proceedings involving the inauguration of President Barack Obama*

#### DIRECTOR OF SURROGATES

DEC 2012-FEB 2013

Served as operational lead for talent performances at all official events for the presidential inauguration. Hired surrogate department staff, performing talent, created and managed budget, contracts, travel, and logistics for artist performances. Facilitated and ensured outreach to all Obama for America campaign surrogates. Coordinated with the White House, production companies, broadcast partners, surrogates, and the United States Secret Service. Managed 30 direct reports.

#### KEY ACHIEVEMENTS

- **Secured performing talent** for 14 official Inaugural events, including 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.

#### OBAMA FOR AMERICA-Chicago, IL

*Official committee directing President Barack Obama's 2012 re-election campaign*

#### DIRECTOR OF SURROGATES

JUL 2011-DEC 2012

Built and steered management of the surrogate operation for President Barack Obama's 2012 re-election campaign at *Obama for America*. Responsible for recruiting, preparing, and deploying influencers to endorse the President and speak and appear on his behalf during the 2012 Presidential Election and at the Democratic National Convention in Charlotte, NC. Hired the surrogate team and wrote mission statement and strategy documents. Managed 30 direct reports.

#### KEY ACHIEVEMENTS

- **Helped raise over \$1B** for the 2012 Obama reelection campaign.
- **Successfully managed** budget, logistics, and media training for 1,104 surrogates and 7,634 events.
- **Utilized digital technology**, online tools, and social media platforms to build and manage the surrogate database, raise funds, amplify the President's message, and grow grassroots support, resulting in one Twitter tweet from our top 10 surrogates reaching 140M Americans.
- **Helped create the largest grassroots political movement in history** and transformed numerous campaign events to reach a national audience.
- **Created and executed strategy to achieve battleground state victories and millions of YouTube views** featuring surrogate influencer events and videos: [LGBT](#), [Women's Voices](#), [Jay Z](#), [Beyoncé Letter Michelle](#), [Lena Dunham First Time](#), [Will Ferrell GOTV](#), [Ricky Martin](#), [Eva Longoria](#), [Red Hot Chili Peppers](#), [Katy Perry](#)

**DEPUTY SOCIAL SECRETARY**

JUL 2009-JUL 2011

Designed and oversaw execution of White House events for the President and First Lady. Operational lead for the White House Social Office, including budget management, strategy, and event execution. Responsible for national holiday, arts, and culture events at the White House. Wrote the Social Office mission statement and strategy document. Administered budget, strategy, creative, and production for broadcast partnerships and national television specials aired from the White House. Managed eight direct reports.

**KEY ACHIEVEMENTS**

- **Wrote the White House Social Office Strategic Roadmap** to create events that celebrated the American Spirit.
- **Created the Emmy-nominated White House Music Series** and managed budget, talent acquisition, creative production, and logistics.
- **Supervised strategy, creative, and logistics for large events**, such as State Dinners for Mexico, China and Germany, the Easter Egg Roll for 30K guests and celebrity entertainers, the July 4<sup>th</sup> BBQ Dinner for 1200 military heroes and families, and Halloween at the White House for 2500 school children.

**MEDLINE INDUSTRIES -Chicago, IL ([medline.com](http://medline.com))**

*The largest privately held manufacturer and supplier of healthcare products in the US with over \$5B in sales*

**VICE PRESIDENT, MARKETING**

JAN 2007-JAN 2009

Led 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. Engaged customers in conferences, events, and focus groups to bring industry experts together to gather key customer insights and input on new products and marketing programs. Managed three meeting events annually to train sales reps on industry dynamics, customer needs, and marketing programs. Managed 40 direct reports.

**KEY ACHIEVEMENTS**

- **Crafted the annual marketing plan**, directed and motivated 350 sales reps, and focused the marketing program/team and product divisions on objectives and plan to deliver \$250+M in annual revenue growth.
- **Led strategic repositioning from value to clinical solutions provider** and developed evidenced-based programs to improve quality and address healthcare-acquired conditions.
- **Relaunched [medline.com](http://medline.com) and led strategic development** and launch of [MedlineUniversity.com](http://MedlineUniversity.com), an online educational resource offering continuing education credits for healthcare professionals.

**ADDITIONAL EXPERIENCE:**

**SENIOR VP | ACCOUNT DIRECTOR - ENERGY BBDO ([energybbdo.com](http://energybbdo.com))** – Jan 2003-Jan 2007. Operational lead for US Wrigley account. Responsible for business plan and agency P&L for the flagship account at BBDO Chicago.

**VP | MANAGEMENT DIRECTOR | CO-FOUNDER - ELEMENT79** – Jan 2001-Jan 2003. Led agency team and managed PepsiCo beverages and Quaker Foods portfolio including Aquafina, Cap'n Crunch, and Life. The only agency member of PepsiCo New Products Innovation Team. Directed \$30M Aquafina advertising budget, including \$2M multimedia production budget and \$8M promotional campaign.

**EARLIER:**

**VICE PRESIDENT, ACCOUNT DIRECTOR, MANAGEMENT DIRECTOR | ACCOUNT EXECUTIVE, VICE PRESIDENT, ACCOUNT SUPERVISOR - FCB**

**CORE COMPETENCIES**

**TECHNOLOGY ACUMEN:** Microsoft Office 365: Excel, PowerPoint, Word, Google Sheets, Google Docs, Salesforce, Social Media Platforms: Instagram, Facebook, YouTube, Pinterest, LinkedIn, Zoom, SAP

**PROFESSIONAL SKILLS ACUMEN:** Account Management, Advertising, B2B, B2C, Branding, Business Development, Cross-Functional Team Building, E-Commerce, Events, Global, Government Relations, KPIs, Marketing Campaigns, Measurement and Tracking, Messaging Strategy, Multisite Operations, P&L, Performance Marketing Media and Measurement, Positioning, Product Development, Product Launches, Public Speaking, SaaS, Sales, Six Sigma, Strategic Planning, SWOT Analysis, Testing

**PERSONAL & LEADERSHIP SKILLS ACUMEN:** Leadership, Leadership Development, Team Building, Mentoring, Motivating, Active Listener, Excellent Oral and Written Communication Skills, Cultural Diversity Awareness, Competitive