

DIRECTOR / MANAGER – MARKETING



**Communication Strategies / Ad Campaigns / Advertising / B2C / B2B
Branding / Direct Mail / Training / Collateral / IPO's / Trade Shows / Startups
New Product Launches / Web Marketing / Public Relations / Channel**



Developed and executed marketing campaigns, communication strategies and events for small and large companies such as **Microsoft, McAfee, Nokia, BlueCross BlueShield, Micron, 3Com** and **Dell**. Recruited, trained and led high performing marketing teams to increase marketing performance for key accounts. Utilized price rationalization, skills coaching and competitive market analysis to achieve successful new product launches.



- **Created customer educational web-site for AMSCO, adding \$6.7M in sales in one year.**
- **Negotiated purchase of ConvergeNET system by Dell, raising \$340M in funding.**
- **Increased revenues by \$50M for McCann Erickson, providing inexpensive marketing campaign for key account.**
- **Achieved 100% of BlueCross BlueShield enrollment goals, exceeding target in one campaign.**



Key Skills: Identified new markets and expanded product lines. Excellent mentor and trainer. Led sales and marketing efforts growing business with new and existing customers. Recognized demand for new products and collaborated on product development with R&D. Effective communicator. Created positioning and brand architecture for unified corporate identities. Developed marketing strategies to ensure long term growth.



B.S., Marketing and Business Administration, Illinois State University

SELECTED ACCOMPLISHMENTS



Created educational web site for AMSCO, adding \$6.7M in sales in one year. Company wanted to pursue remodeling market for replacement windows. Evaluated and identified need for marketing direct-to-customer education program for window replacement product. Created Windows 101 web site where consumers can get replacement window information without sales pressure.



Negotiated purchase of ConvergeNET system by Dell raising \$340M in funding. Start-up network storage company wanted to rebrand its corporate identity for future IPO. Created new category in network storage and positioned the firm as the leader in data storage area networks. Developed a new corporate identity and used a robust PR campaign that targeted industry analysts. Promoted buzz about the company's products and future potential. IPO was purchased by Dell for \$340M.

Increased revenues by \$50M for McCann Erickson, providing inexpensive marketing campaign for key account.

McAfee Security (agency client) needed cost-effective way to maintain and create marketing materials for its worldwide locations while also adhering to its brand identity. Created one campaign plan for all locations and database where McAfee's product marketing and channel managers could retrieve required promotion materials. Increased revenues by 34%.

Achieved 100% of BlueCross BlueShield enrollment goals, exceeding target in one campaign.

Tasked to introduce the new Health Savings Account (HSA) product to its insurance agents and needed a competitive campaign to meet sales goals. Created new marketing communications plan, utilizing existing marketing materials. Exceeded enrollment goals for the year.

CAREER HISTORY



Director of Marketing, AMSCO Windows, 2005 to present

An \$80M window company. Developed and directed agency relationships and marketing projects including collateral, advertising and web development. Created public relation campaigns for new product launches and sales promotions including writing, pitching and distributing press releases and related stories. Directed product development process reducing time-to-market. Manage budget of \$1.5M.



Marketing Program Coordinator, BlueCross BlueShield of Utah, 2004 to 2005

Coordinated and implemented marketing plan supporting sales objectives and enrollment growth. Worked with product launch teams across four-state area developing targeted communications plans to generate leads and awareness. Managed teams of five+ and \$1M budget.



Account Supervisor, McCann Erickson Worldwide agency, 1999 to 2004

Worked with clients to outline strategic objectives and execute marketing communication plans and programs. Managed creative development process and teams, maintaining budgets and schedules. Initiated account services, campaign development and project management for agency clients. Managed eight staff and budgets over \$1M. Worked in software, telecomm, healthcare and IT industries.

Earlier: Worked as account executive for Smith Lyons Creative.

Materials developed in construction, technology, telecommunications, insurance, security, public relations, and healthcare industries.