

Strategy Development & Executive Projects Leader

Unique balance of strengths. Adept at development of both creative business strategies as well as the tactical details required to move a business or project from plan to achievement of targeted results. Deep experience collaborating across businesses and departments on a variety of initiatives...from small but mission-critical to large and complex. Equally adept at building rapport and trust with prospects, clients, senior executives, business allies and staff. Achieved multi-million-dollar results by directly and indirectly leading cross-discipline teams in mature and matrixed companies. Expert communicator with all levels and trusted advisor to executive management.

Professional Positions

Senior Strategy Consultant

Consult with clients on customer-acquisition and engagement strategies and tactics to improve the effectiveness and efficiency of their online and offline marketing. Manage strategic client engagements. Responsible for situation assessment and overall design of data and metrics-driven approaches, in collaboration with tactical experts in research, analysis, creative, digital, data and direct response.

- Established the strategic foundation for over \$2 million in first-year sales for each of two new clients. Completed opportunity discovery, developed go-to-market acquisition plans and established the foundation for ongoing customer-acquisition and on-boarding strategies.
- Facilitated a cross-discipline, culture-challenging session to help a client engage multiple departments in their new customer-engagement objectives.
- Developed improved departmental capacity-planning and productivity tools for the Strategy team.

Business & Marketing Strategy Consultant & Complex Projects Leader

Consulted on business strategy (e.g., planning, performance improvement, organizational effectiveness), marketing strategy and employee and channel engagement and motivation. Developed both market-centric ideas and related, detailed action plans that delivered measurable results.

V.P., Development & Consulting

Reporting to the COO, led exploration, assessment and development of management, growth and innovation strategies. Headed projects from the COO's office that required a view, influence and leadership from corporate or worked in concert with a business' senior team.

- Improved the firm's multiple businesses' performance through enhancement of the strategic-planning and review processes and templates. New practice required more thorough, quantitative market analysis and more complete planning. Established more direct connection between planning, review and results.
- Managed a team of 20 business leaders from throughout the organization and a nationally-recognized consulting firm to analyze options for a comprehensive business realignment. Project required iterative presentations to the C-suite. Effort also captured over \$30 million in operating-cost savings.
- Helped protect over \$150 million in revenue through review, refinement and expansion of the strategy for the firm's largest product offering. Defined break-through tactics and tools to capture incremental sales.
- Refocused and reenergized a £45 million U.K. division during a three-month, overseas assignment through reassessment of the market and development of a new business plan.

- Developed improved working protocols and smoothed troubled relations between a business line and its primary, external partner – responsible for over \$250 million in annual, consumer fulfillment. At the same time, renegotiated business terms and formalized a new, multi-year agreement.
- Led a multi-disciplined team from three locations and two law firms in the development of a business plan for a joint venture. Aligned terms with the business design and operational details. Wrote the plan and operating agreement. Fostered relationships with key, start-up clients.

V.P., Marketing

Collaborated with the President to design a new business start-up to extend the company's strengths into the small/medium-business market by developing an SaaS tool-kit. Recruited, hired and managed the marketing leadership team. Developed and managed the million-dollar department budget.

- Managed market research and team inputs to the business plan and developed the plan document.
- Closely collaborated with IT throughout service/product-suite development and site/market launch.
- Sourced, formally engaged and managed digital and advertising agencies.
- Prepared presentations and represented the business at conferences and other public events.

V.P., Business Development & Solution Design

For the Southern California region, captured and managed tens of millions of dollars in incentives, employee-recognition, events and other promotions business. Consulted with clients, co-developed sales-strategy, managed solution design, built budgets and coached implementation teams in St. Louis and Los Angeles.

- Managed trouble-shooting to save a \$50 million client's at-risk business.
- Developed a communications and incentive plan to enhance internal understanding and increase adoption of a new sales-pipeline and forecasting tool.

Account Team Director

Pioneered a new, field-based, solution-design and account-management position. Managed strategy and service-delivery teams in design, budgeting and implementation of a variety of sales and channel incentive and marketing strategies variously comprised of: research and analysis; modeling; rules-structure development; communications; program-data collection, management and reporting; database-marketing; event marketing; meetings; award travel; and training.

- For the firm's #4 client, account team built annual revenue from \$19 million to \$70 million in just three years. For the #7 client, team grew annual revenue from \$21 million to \$38 million while managing presentation costs to one-third company average and growing margins by four percentage points.
- Led design and development of the company's first, cost+labor, master-services agreement. For the second such agreement, developed the methodology for automatic, annual labor-rate increases based on custom-weighted, Bureau of Labor Statistics data. Account became most profitable in the sector.

Education

MA, Marketing. Webster University, St. Louis, Missouri
BA, English. Indiana University, Bloomington, Indiana

Current Avocational Activities

Volunteer: Cavalier Rescue USA, Cavalier Rescue Trust & Lucky Star Rescue
Volunteer, Missouri Alliance for Animal Legislation