

MATTHEW STEGEN

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DIGITAL MARKETING LEADER & CHAMPION

Accomplished Strategist and Senior Digital Leader with over 20 progressive years of championing new digital marketing channels and spearheading fully integrated marketing programs targeting B2B, B2C, and C-level executives at Fortune Global 100 and member organizations. Recognized for dedication to executing against organizational goals, proven ability to leverage new technologies, and track record of delivering solutions that drive results. Empowering and approachable leader skilled in staff development, coaching and mentoring.

Experienced in digital channel strategies and tactics including website management, search engine marketing, e-mail marketing, digital advertising, landing page/microsites, online sponsorships, online event marketing, social media marketing, rich/interactive media, web analytics and program optimization.

Areas of expertise include:

- ♦ Integrated Digital Marketing Programs
- ♦ Digital Channel Strategies & Tactics
- ♦ Channel Development & Deployment
- ♦ Web Management & Usability
- ♦ Project Management
- ♦ Strategic Planning
- ♦ Agency & Vendor Management
- ♦ Web Program & Project Team Building
- ♦ Online Branding
- ♦ Web Analytics
- ♦ Social Media
- ♦ C-Suite Presentations

PROFESSIONAL EXPERIENCE

Avanade, Inc. – Chicago, IL

2013 – Present

Senior Director, Digital Marketing

Strategic senior marketing leader tasked to elevate Avanade's digital presence, digital technology ecosystem and online visitor experience. Internal thought leader owning the global marketing organization's overarching digital marketing strategy and MarTech roadmap. Digital champion leading, directing or partnering with cross-functional team of marketers, technologists and developers to elevate the Avanade Brand across an integrated mix of paid, owned and earned digital channels.

Notable Accomplishments:

- ♦ **ITSMA Marketing Excellence Award winner** for "Capitalizing on Marketing's New Tools and Technologies" demonstrated through a marketing technology ecosystem and roadmap that drives better client experiences, creates marketing effectiveness and delivers real business insights.
- ♦ **Sitecore Experience Award winner** for "Fastest Time to Market" recognizing Avanade's two-month Brand and website transformation, and "Excellence in Self-implementation" demonstrating standout business impact powered by an integrated MarTech stack, agile marketing methodology and immersive client experience.
- ♦ **Digital change agent** spearheading four website redesign/refreshes with three WCMS platform migrations, and versed digital integrator connecting marketing automation, CRM and analytics technologies for a complete view of the client journey.
- ♦ **Fueling marketing influenced revenue** with consistent year-over-year 15%+ growth in MQLs delivered through a connected paid, owned and earned digital channel experience.
- ♦ **Reinventing the visitor journey** through an organic, relevant and personalized site experience generating a 72% increase in website content conversions and influencing nearly 50% of Avanade clients to engage with 4x more pages and content.

- ♦ **Forever seeking operational efficiencies** for critical, resource intensive and costly activities as demonstrated through a 53% reduction in translation management and publishing across Avanade's 25 country websites.

American Bar Association – Chicago, IL

2011 – 2013

Director, Digital Marketing

Transformed how the American Bar Association defined success in the digital space. Strengthened relationships with members and prospects of the world's largest professional membership organization. Developed the ABA's strategy and presence in all digital channels. Partnered daily with ABA entities, Information Systems and member leaders to advance the Association's web presence, explore new e-mail engagement strategies, evolve our social media footprint and grow ShopABA.org web store revenues. Led high performing team of digital marketers and served as senior marketing leader, reporting directly to Chief Marketing Officer.

Notable Accomplishments:

- ♦ **Increased americanbar.org site engagement and traffic over 30%** through the launch of enhanced member experiences (ABA Member Directory), strategic redesigns (ABA Member Resource Centers), sophisticated member acquisition programs (Rewards for Referrals) and championing rich media content distribution.
- ♦ **Firmly established an ABA social media footprint resulting in over 500% growth** in audience size and engagement across Facebook, Twitter and LinkedIn, supported by a comprehensive social editorial strategy and integrated audience acquisition programs.
- ♦ **Broke single-day non-dues revenue records with first-ever ABA ecommerce programs**—Cyber Monday and 48-hour sales—for the Association's ShopABA.org web store, which grows by over 1,000 books and 400 CLE products every year.
- ♦ **Evolved the Association's e-mail programs and e-mail relationship with members and customers** through the launch of an E-mail Preference Center, the complete redesign of e-mail marketing suite of templates and integration of personalized product recommendations delivered dynamically in e-mail communications.
- ♦ **Delivered, shared and presented best practice consulting, training and thought leadership** to ABA marketers and hundreds of volunteer member leaders, positioning the department and its staff as the Association's leading subject matter experts in digital marketing.

Accenture Ltd. – Chicago, IL

2007 – 2011

Digital Marketing Lead

Championed all online marketing initiatives for the Technology division to drive client and prospect awareness, knowledge, preference, consideration, and loyalty. Integrated online programs into market development lifecycle, sales process, and divisional strategy. Developed integrated digital marketing strategies and align campaigns, programs, and tactics with business and marketing goals. Partnered with marketing leadership to plan, execute, evaluate, and optimize Internet marketing programs by leveraging proven channel strategies, best practices, tools, and preferred resources.

Notable Accomplishments:

- ♦ **Exceeded program goals, industry standards, and KPIs** of other mainstream online advertising channels with 1%+ click-throughs and 20% conversions via comprehensive paid search campaign.
- ♦ **Increased touch points with target audience and subscriber base** by further integrating new media content and Web 2.0 technologies including RSS feeds for service-line content, blog creation and promotion, and new podcasts.
- ♦ **Played key role in increasing unique visits to Accenture.com by 14% and over 130% increase to other web properties** through development and introduction of integrated digital programs.

- ♦ **Demonstrated expertise in cutting edge web delivery channels** by exploiting their use in integrated programs including build of Flash sites and applications, desktop widget, community-based portals, and online video programming applications (WebTV).
- ♦ **Partnered with marketing, sales managers, and interactive agencies to plan, execute, evaluate, and optimize digital marketing programs** including paid search, online advertising, e-mail marketing, and third-party sponsorships supported by multiple new HTML e-mails, landing pages, and microsites.
- ♦ **Contributed to fueling sales channel with \$458K in new business and \$194M in web-based leads** and opportunities by planning, designing, and executing integrated online programs.

Northern Trust Corporation – Chicago, IL

2002 – 2007

Second Vice President, Corporate Online Marketing

Led cross-functional design, development, and editorial teams to execute ongoing design and development for firm's retail, institutional, and third-party web sites (NorthernFunds.com, NorthernInstitutionalFunds.com, and NorthernTrustInvestments.com). Drove strong online presence by developing site standards, championing enterprise-wide technology and web initiatives, and consulting with business partners and leaders to strategize, prioritize, and align annual marketing goals with electronic marketing needs. Directed execution, evaluation, and optimization of third-party micro-sites and electronic branding campaigns and programs. Managed corporate online marketing team and special programs/projects/tools budgets. Web site performance measurement and online marketing programs subject matter expert (SME).

Notable Accomplishments:

- ♦ **Established NorthernFunds.com as one of Dalbar, Inc.'s Top 25: Best Websites in the Mutual Fund Industry** by initiating, maintaining, and executing site design, architecture, content, usability, and functionality, as well as integrating corporate, sales, and marketing objectives on website.
- ♦ **Increased qualified site traffic by 10%** through partner/third-party site relationships and electronic marketing including banner advertising, content integration, co-branding, site sponsorship, and electronic newsletters.
- ♦ **Expanded marketing communications channel and touch points** by enabling sales organization to reach both B2B and direct to consumer markets through development of e-mail marketing capability and targeted e-mail marketing programs.
- ♦ **Built and structured team of designer and web metrics specialist to deliver pure Internet marketing tactics** including paid search, banner advertising, and landing pages.
- ♦ **Provided company with transparent view of online audience and site interactions**, as well as ability to justify and prioritize site management and online investments, develop reporting structures, and analyze ROI for web-based marketing efforts through implementation of web analytics solutions.

Prior experience with Mesirow Financial, Inc. as Manager, Electronic Marketing (1999-2002) and Stein Roe Mutual Funds as Marketing Specialist and Account Rep (1997-1999)

EDUCATION, CERTIFICATION & AFFILIATIONS

Master of Science in E-Commerce Technology, Graduated with Distinction – DePaul University; Chicago, IL (2005)

Bachelor of Science in Finance – University of Illinois; Urbana-Champaign, IL (1997)

Web Commerce Certificate – DePaul University; Chicago, IL (2000)