

Tracy O'Brien

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I am a seasoned senior leader with 15+ years of end-to-end branding and marketing experience. My background spans health care, financial services, outdoor recreation, consumer goods, SaaS, and heavy industry. I've prioritized building capabilities through a deep understanding of clients and customers and integrating quickly into cross-functional teams. I'm focused on defining brand and content strategies that translate to tangible business results.

Expertise

- Brand Strategy
 - Foundation
 - Positioning
 - Architecture
 - Experience
- Journey Mapping
- Omni-channel Campaign Development
- Creative Management & Digital Application
- Go-to-market Planning & Optimization
- Marketing Tech Implementation
- Staff Development
- Client/ Stakeholder Management

Education

Indiana University Kelley School of Business

MBA, Marketing 2014

Grand Valley State University

BFA, Dance & Business
2008

Passions

- Storytelling & creative writing
- Mountain endurance racing
- Traveling & new perspectives

Experience

Principle Consultant | Tenmile Marketing

February 2020 – Present

Freelance brand and marketing consulting for agile businesses and creative agencies. Through a blend of independent work and agency partnerships, recent projects include:

- Fractional CMO leadership, guiding market teams to execute against a clear strategy.
- Multiple end-to-end rebrands, including brand strategy, persona development, visual identity, verbal identity, launch planning and execution.
- Comprehensive brand positioning from immersion through final delivery, bridging to visual identity and campaign development for BNP Paribas (and several others).
- Content strategy development, in-market execution, and optimization for multiple companies ranging in business maturity.
- Product marketing consultation for Press Ganey (B2B SaaS for healthcare)

Chief Marketing Officer | Elmore Companies

Sept. 2019 - Sept. 2021

Accelerated business growth for a portfolio of private equity backed companies through client facing and recruitment brand development, marketing infrastructure implementation, and go-to-market optimization.

- Developed cohesive brand identities grounded in vision, purpose and values with internal and external application, boosting brand understanding and brand awareness.
- Implemented multi-channel digital campaigns complete with marketing automation, improved website UX and robust lead tracking system.
- Led market segmentation and content development for the firm at large, resulting in increased broker, seller, and operator interest.

Senior Marketing Manager | Breckenridge Ski Resort

July 2017 - August 2019

Defined Breck's brand position among Vail Resort's portfolio and competition, then leveraged the brand and campaign to drive strategic results for resort lines of business.

- Defined a strategic go-to-market plan leveraging owned and paid channels to drive growth across hospitality, ski school, food & beverage, rental/retail, and lift tickets & season pass, generating +\$74M in revenue YoY.
- Led branding workshop for Vail Resorts portfolio to drive differentiation and crystalize market positioning. For Breck specifically, the application of brand strategy to advertising campaign creative resulted in the #2 position in brand awareness among North American ski resorts according to the 2019 Burke Study.
- Served as Chief of Staff for Breckenridge Marketing Team, leading team development.

Senior Brand Strategist | Monigle

May 2014 - July 2017

Pitched and led comprehensive brand programs for clients across a range of industries. Defined and implemented Employer Brand/EVP capability and brand platform methodology.

- A typical scope of work included brand research (quant & qual), customer journey mapping, brand strategy, brand architecture, visual identity, brand activation and launch planning.

Previous Positions

- MBA Summer Associate | Johnson & Johnson
- Marketing & PR Associate | Greenstone FCS
- Marketing Assistant | KMG Prestige, Inc.

May 2013 - August 2013

April 2010 - June 2012

August 2008 - June 2012