

# BRUCE J HERSHEY II

## THOUGHT LEADER



## ABOUT ME

Recognized as a 2019 CMO leadership award winner, I am a bold and influential thought leader. Utilizing social intelligence and cultural awareness, I masterfully orchestrate very diverse cross-functional and agile marketing teams to achieve the mission. As a visionary, I combine my expertise in leveraging data, voice of customer insights and technologies to drive transformational marketing platforms that optimize top-line growth.

## PROFESSIONAL EXPERIENCE

### **VICE PRESIDENT, HEAD OF MARKETING** Tailored Brands, Fremont, CA | 2015 – Sept 2019

- Rebuilt consumer confidence which reversed declining YoY trends across all key performance indicators
- Developed brand platforms to strengthen perceptions and purchase intent by 9%; grew to #1 in the category
- Launched programmatic ad strategies for retargeting, remarketing and acquisition with a 4-5x ROAS
- Increased e-com to 15% of total revenue and digital demand by 45% for total revenues of \$250M
- Led go to market strategy; delivering an incremental \$350M, 45% growth in NTF and 65% existing customers YoY
- Optimized customer journey and funnel growing lead generation, bookings and appointments by 7X
- Implemented new loyalty and Suit Drive strategies that drove incremental YoY growth of \$100M+

### **VICE PRESIDENT of STRATEGY** Vibes Inc and Archer Inc | 2013 – 2015

- Awarded “Mobile Campaign of the Year” for work with American Eagle
- Strategically positioned new products and services within 12mo that drove new YoY growth +8%
- Built omnichannel campaigns and customer journeys that garnered top-line growth to 20%
- Developed product strategy, customer journey for new mobile wallet; increasing revenue by 5%
- Built digital and mobile strategies for multiple marquee brands
- Built omnichannel campaigns that drove double digit growth and 4X ROI

### **DIGITAL PRACTICE LEADER** Merkle Inc | 2010 – 2013

- Awarded 2011 “Strategist of the Year”
- Designed digital strategies that increased double digit top-line growth and acquisition targets on average by 10x
- Grew digital practice by 300% in 3 years with two acquisitions
- Big hearted, charismatic leader of high value brands with over \$1b in revenue
- Developed lead generation, traffic and retention strategies that on average drove +15% increase in top-line growth

### **FOUNDER & CMO** Adz2Mobile, Naples, FL | 2008 – 2011

- Built a mobile/digital marketing agency inspired to drive brand awareness, consumer confidence and profit through new customer acquisition and advocacy with existing customer base
- Drove incremental revenue with new and existing customers by over 200%.
- Developed responsive design sites for brands AB InBev, Hooters and Harley Davidson that achieved 10%+ growth
- Optimized omnichannel campaigns to achieve +15x acquisition, +18x conversion
- Built a strong culture of execution and drive resulting in revenues of \$2 million in 3 years and acquired by Merkle

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## LEADERSHIP HIGHLIGHTS

- Digital, Brand, Creative and e-Commerce Transformation
- Programmatic Digital/Social Media Advertising Optimization
- Data Driven, Strategic Planning and Execution
- Brand and Content Strategy, Positioning, Architecture
- Build and Cultivate Strong, Collaborative Cultures
- Build, Develop and Lead Strong Teams

## COMMUNITY LEADERSHIP

**Board member of Rockridge Apparel**  
*2019 – present*

**Member and Co-Chair of MMA Messaging and Education Committee**  
North America | *2011 – present*

**Board member of Florida Gulf Coast University College of Business**  
Estero, FL | *2012 – present*

**Board member of Pleasanton RAGE Girls Soccer Program**  
Pleasanton, CA | *2015 – 2019*

**Board member of Chicago Fire Youth Soccer Program**  
Naples, FL | *2010 – 2015*

**JDRF Diabetes Foundation**  
*2017 – 2019*

## SPEAKING ENGAGEMENTS

Speedeon Keynote Speaker  
CMO Summit  
E-Tail Keynote Speaker  
Brand Innovators Keynote Speaker  
Brand CRM Summit  
Experian Summit  
Merkle Summit  
GSMI Mobile Conference  
eMetrics, Mobile Forum  
Mobile Marketer  
Mobile Summit  
DMA

## PUBLICATIONS

**Men's Wearhouse Marketing Leader on Building Trusted Agency Relationships** *2019*

**The Drum – Forbes – The Old Retail Playbook is Dead** *2018*

**ADWEEK – How Men's Wearhouse Became a Bright Spot in the Declining Retail Space** *2018*

**The Art of Mobile Persuasion Podcast** *2018*

**Media Post – New Marketing Stems Sales Decline at Men's Wearhouse** *2017*

**Mobile Marketer/Commerce Daily**  
*2009 – 2015*

**Forrester** *2014 – 2015*

**Careers in eCommerce and Digital Marketing** *2014*

**The SMS Marketing Handbook** *2014*

**Wall Street Journal** *2012 – 2018*

## EDUCATION

**Florida Gulf Coast University**  
Fort. Myers, FL

*Bachelor of Science in Marketing & Advertising*

## TOP BRANDS

American Eagle  
Allstate  
Blue Cross Blue Shield  
Chipotle  
Clorox  
Coca Cola  
Disney World  
EA Sports  
Express  
GAP & Old Navy  
Home Depot  
Lasik Plus  
Lord & Taylor  
Macy's  
Marriott  
Men's Warehouse  
Pep Boys  
Redbox  
Sears  
Sprite  
Starbucks  
Tailored Brands  
Texas Roadhouse  
TGI Fridays  
The Bay  
Verizon  
Wendy's