

Lori Christian Hathaway

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<https://Ms.Marketing>

PROFESSIONAL SUMMARY

Global management background, multicultural, multilingual expertise. Poised, articulate, enthusiastic, diplomatic team member. Resourceful, creative problem solver. Comfortable with rapidly changing technologies.

EMPLOYMENT HISTORY

Founding Partner

Feb 2003

Ms.Marketing

Function as "Marketing On-Call". Services include all aspects of Market Research/Analysis, Opportunity Evaluation, Brand Strategy, Business Plan Development, Brand and Product development (ideation, formulation, packaging, pricing, positioning) Distribution management as well as channel development. Frequently hired to audit, evaluate and manage partner relationships. Heavy experience with Agency/Consultant sourcing, selection, and compensation negotiation. Expertise in matchmaking corporate needs with appropriate talent/resources.

- Experienced/skilled:

- Consumer/B2B Insight, Brand Strategy
- Advertising, MarCom, Demand Generation
- Product Planning, R&D, Pricing, Distribution, GTM
- Resource Budgeting, Planning, ROI Measurement
- Public Relations, Crisis Management, Communications
- Creative Development, Execution
- Social Media, SEO, Metric Measurement

- Background includes:

- Packaged goods (Pace Picante, Pennzoil-Quaker State)
- Automotive & Chemicals (American Honda, PZLQS)
- Gasoline Retail/ C-stores (ARCO, am/pm)
- Travel (American Airlines, Four Seasons)
- Energy (Reliant Energy)
- Tech/Software/Broadband (BMC, Remedy, MediaOne)
- E-Commerce (Remedy, Jeweler's Edge)

- Selected for Who's Who in America; 2003-Present

- References gladly supplied upon request.

Vice President Innovation Chemicals
Pennzoil-Quaker State Company | Houston, Texas

Feb 2002 - Feb 2003

Within a matrix management structure with a dotted line to Research and Development, was responsible and accountable for all Chemical new product planning, ideation, development and execution.

- Developed portfolio of new products with the highest rate of sell-thru in PLZQS history.
- Shell acquired Pennzoil Quaker State in 2003.

Chief Marketing Officer
Remedy Corporation | Mountain View, CA

Sep 1999 - Sep 2001

Remedy, a very profitable global enterprise software company, had three major lines of business: IT Service Management, CRM and Procurement. I was their first and only Chief Marketing Officer, responsible for rebranding.

- Created new Global Brand and Product positioning and advertising.
- Tested successfully in 12 demographic groups, six cities, four countries, three languages in ten days.
- New Ad Campaign was so successful Remedy acquired before year end.

Managing Director, Brand Strategy
Reliant Energy | Houston, Texas

Jan 1998 - Jan 1999

Director, Brand Management
US West/MediaOne | El Segundo, CA

Jan 1996 - Jan 1998

Account Supervisor
Rubin Postaer and Associates | Santa Monica, CA

Jan 1990 - Jan 1996

EDUCATION

M.B.A., Incomplete
University of Texas at Austin

Bachelor of Science, Psychology
Southern Methodist University

1983