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## GLOBAL MARKETING CMO & B2B2C DEMAND GENERATION EXECUTIVE

- Insatiable, results-oriented global marketing and brand leader with career success developing and deploying strategic marketing plans, designing and launching effective digital demand campaigns, and achieving record-breaking increases in MQL, revenue, share and engagement for F500 companies.
- Entrepreneurial zest for customer storytelling and leading strategic and creative, integrated global marketing campaigns for B2C, B2B, B2E and B2I markets for premium HW, SW & Cloud solutions.
- Decisive, influential leader who thrives in matrixed orgs and champions out of the box thinking. Proven track record of developing and launching new solutions that breakthrough and quickly deliver market adoption.
- Persuasive digital evangelist: successful marketing transformation leadership across strategy, organization and technology platforms achieving funnel growth and revenue attainment across valued end customers & channels.

### SELECTED HIGHLIGHTS

- ❖ 20+ years marketing leadership in technology, B2B, consumer, enterprise, DTC, As a service, digital manufacturing.
- ❖ Led LG's 24 mo. marketing digital transformation, decreasing costs by 22%, while delivering 4x customer acquisition rate and 43% increase in MQLs with an integrated customer platform, resulting in 3-month reduction in funnel time.
- ❖ Launched HP's global 3D Print business; startup to scale marketing in 25 global markets and dominating 42% share.
- ❖ Centrally planned and deployed \$200M+ annualized marketing OPEX budget to regions to deliver over 4:1 ROMI.
- ❖ Successfully launched LG's online B2B store to \$4M in Year 1, expected \$10M Year 2, adding scaled capabilities.
- ❖ Recognized for success leading marketing transformation at HP and LG; earned the HP Marketing High Achiever 3x.
- ❖ Spearheaded a revolutionary omnichannel promo structure building HP's brand while saving \$35M in contra spend.

### CORE COMPETENCIES

- |                                 |                                    |                                    |
|---------------------------------|------------------------------------|------------------------------------|
| ▪ Demand Generation / Lead      | ▪ Marketing Digital Transformation | ▪ Integrated Campaigns / Messaging |
| ▪ Digital Marketing and Media   | ▪ Marketing Automation / Insights  | ▪ MQL / Funnel Generation          |
| ▪ Brand & Solution Storytelling | ▪ PR / Communications              | ▪ Social Media Orchestration       |
| ▪ ABM Account Based Marketing   | ▪ Org. Design & Mentoring          | ▪ Customer Targeting & Retention   |
| ▪ Channel Marketing / Ecosystem | ▪ Online Stores / Marketplaces     | ▪ Analytics / Data Driven Insights |
| ▪ Global Events / Tradeshows    | ▪ Product Launch, NPI, ROMI        | ▪ B2C / B2B / B2E / B2I            |

### PROFESSIONAL EXPERIENCE

#### LG ELECTRONICS | LINCOLNSHIRE, IL | 2020 – CURRENT

##### **Head of Marketing, LG Business Solutions (IT, Medical, Hospitality, Commercial Signage, Display, Robot, EV & Solar)**

*Active leadership for ≈\$1B in B2B Business Solutions spanning 28 verticals, 60 solution categories and expansive partner network. Driving force in transforming marketing to demand driving, personalized storytelling campaigns, delivering market share growth, revenue, profitability and customer delight. Leadership incl. marketing, communications, media, ecosystem, GTM, digital, event / experience and channel activation for customer engagement and funnel conversion.*

- Accelerated funnel creation with a 33% increase in MQLs for sales in 15 months with marketing transformation, org efficiencies, tech stack optimization, personalization and automation between offline and online touchpoints.
- Nimbly launched 34+ complex, and 60 micro/ABM vertical campaigns to engage targeted audiences such as K-12 EDU, QSR, Hospitality, transportation, and healthcare solutions, while launching over 170 NPIs/solutions in 3 years.
- Developed 5 new LG executive business innovation centers in US for showcasing B2B customer experiences and launched a best-in-class virtual digital solution showcase delivering thousands of online interactions monthly.
- Successfully launched LG's first-ever online B2B store to \$1M in Year 1, \$4M Year 2, expected \$10M Year 3.
- Oversaw complex closure of LG's Solar business unit in 2022, from PR, Comms, customer/installer communications.

- Introduced new solutions and new categories (Robots, Interactive Digital Boards, EV Charging, DOOH Ads, etc.) to US markets - capturing over \$200M in new opportunities for Robot, IDB and EV in 15 months.
- Doubled LG reseller partners in 8 months with a new robust LG Pro Channel platform and portal with SFDC integration, delivering simplicity and value; revitalized 7 GTM channel partner programs (\$25M+) to greater ROI and reduced risk, cost and time to market.
- Directed redesign of martech and systems in 14 months to drive one view of Business Solutions customers and delivered optimized marketing automation (including Eloqua, SFDC, DemandBase, sprinkr, Rollworks, Tableau, etc.).

### **HP INC. | VANCOUVER, WA | 2016 – 2020**

#### **Head of Global Marketing, 3D Print & Digital Manufacturing**

*Launched and led HP's global 3D Print & Digital Manufacturing marketing's bold and global vision and strategy. Spearheaded multi-channel solutions marketing across hardware/software solutions and services, scaling HP's 3D Print marketing organization from startup to dominate 42% of the marketplace, the market leader for three consecutive years. Provide operational and strategic leadership to achieve best-in-class multi-channel marketing results and experiences.*

- Earned a reputation as a demand driver by growing marketing MQL base by 140% YoY through targeted digital, social, ABM, web, PR, high touch venue events, workshops, nurture, and partnerships.
- Led four global campaigns, introducing over 25 NPI's/launches and leveraging 200+ events and webinars annually, driving PR/thought leadership activations, application marketing for increased engagement and credibility, & more.
- Created strategic partnerships with global cross-brand promotion, including Nike, BMW, Oakley, J&J, Daimler, etc.
- Cultivated a team from only two initial marketing members to more than 35 cross-functional creative and analytic professionals in three years, with internal promotion, mentoring, and cross-training opportunities available; Promoted four stellar marketing minds to other HP verticals.
- Initiated distinct stratagem and guiding principles to increase the efficiency of digital marketing, lead generation and customer management, driving insights to impact, to ensure effective results.

### **HEWLETT PACKARD | IL, CT, CO, WA | 1999 – 2015**

#### **Director of WW Marketing, HP Printing & Ink Supplies | 2013 – 2015**

#### **Director of WW Marketing, Ink & Toner Supplies | 2012 – 2013**

#### **Head of AMS Demand Gen and Promotion, HP Printing | 2009 – 2012**

#### **Manager, Consumer & Shopper Marketing | 2007 – 2009**

#### **Cons/Comm. Shopper Mktg. & Bus. Dev. Manager | 2005 – 2007**

#### **Manager, Nat'l Commercial Sales & Marketing Manager | 2002 – 2005**

#### **Manager, NE US Area Retail Sales Manager | 1999 – 2002**

*Leadership and growth demonstrated over numerous promotions to positions of increased authority and responsibility. Provided extensive marketing leadership across PR/communications, digital campaigns, media, messaging, social media, promotional, events, and TV/Video/Social assets. Shaped HP's entrance into social media content, and campaigns, focusing on rapidly shifting consumer and business customer needs to position and campaigns strategically.*

- Promoted to drive global communications strategy across six global marketing campaigns, supporting \$9B annual HP Ink Printing business: \$25M in annual marketing budget, and a directed team of 55 cross-functional staff.
- Orchestrated and deployed \$200M+ annualized print marketing media budget to region marketing that drove brand campaigns, sales, ACPP, engagement, experience, and loyalty to deliver over 4:1 ROMI.
- Garnered consistent shopper marketing results through creative digital experiences and demonstration-based marketing engagement, brand, co-marketing, and retail programs/initiatives.
- Consultatively negotiated and deployed a \$150M annual discount budget, resulting in ten consecutive quarters of 145% incremental unit uplift across national, social, viral, digital, and account-specific programs.
- Partnered with premium brands for digital/influencer content, including Disney, Nickelodeon, Kumon, Martha Stewart, DreamWorks, Rachel Ray, Oprah, etc.
- Spearheaded a revolutionary omnichannel promo structure building HP's brand while saving \$35M in contra spend.
- Increased HP product knowledge retention by 23% in 16 months, resulting in 16% gain in same store sales using comprehensive annual training of 870k+ retailer sales reps with web curriculum (HPInfolab) and on-site tech tours.
- Reduced marketing spends by \$2.4MM in 2years through digitization, offshoring and strategic partner development.
- Drove E2E consumer planning process, resulting in compelling, customer-facing seasonal engagement tools and collateral and HP brand enhancement opportunities with 4+ years accountability for all retail go-to-market efforts.

**HERSHEY CHOCOLATE | CHICAGO, IL | 1997 – 1999**

**Manager, District Account Supervisor, promoted from Territory Sales Rep.**

Directed CPG selling team focused on impacting the “last 3 feet of the sale.” Led a talented seven-person market team to optimize Hershey’s incremental sales at over 550 named accounts in the convenience, mass merchant, drug, and grocery classes of trade. Developed account GTM plans and sales strategies for key customers with focuses on promotional windows, profitability analysis, category management components, campaign integration & in-store. Spearheaded all new hire and regional NPI marketing launches.

- Successfully managed \$26M confectionary business with Safeway (Dominick’s) and Aldi in Chicago, reversing a three-year downtrend through the meticulous and targeted growth of market share in Hershey’s two largest categories; Achieved 2.2% and 1.3% respectively in 14 months while increasing sales by 8.5% combined.
- Designed and implemented 93 engaging and imaginative corporate and consumer field promotions to drive ROI, build shopper excitement, conversion, and market basket, utilizing collaborative marketing, sampling, advertising, displays, contests, merchandising incentives, and disruptive/guerrilla marketing.

**EDUCATION**

University of Iowa | *Master of Business Administration*

University of Wyoming | *Bachelor of Science in Management*

**ADDITIONAL CREDENTIALS**

<b>TECHNICAL SKILLS</b>	<p>Martech: Salesforce.com, Microsoft Dynamics, Omniture, Eloqua, Pardot, Mintigo, Adobe Experience Mgr., Sprinklr, PathFactory, Bonbora, Optimizely, Marketo, Percolate</p> <p>Microsoft Office: Word, Excel, PowerPoint, Outlook, Access, Publisher, Visio, SharePoint</p> <p>Adobe Suite: Photoshop, Lightroom, Premiere Pro, Premiere Rush, InDesign, etc.</p> <p>Other: Google Analytics, GagglesAMP, JiffleNow, SmartSheets, PathFactory, Zapier, Zift, Bynder, Akeneo</p>
<b>HONORS &amp; AWARDS</b>	<ul style="list-style-type: none"> <li>▪ HP Marketing High Achiever, 3x awarded</li> <li>▪ Shopper Marketing Employee of Qtr., 3x awarded</li> </ul>