

GLOBAL MARKETING CREATIVE LEADER

Senior global marketing director, brand marketing and communications strategist and maker, driving extensive growth in SaaS, B2B and B2C from startups to Fortune 500s. Bootstrapped firms up to \$90 million in finance and eCommerce. Expert at brand building, content strategy and executing global campaigns driving growth across digital, social media, public relations and events with remote teams.

Gifted at taking technically dense topics & transforming them into lean, compelling content.

SKILLS

Brand Strategy and Campaigns | Brand Identity | Executive Creative Director
eCommerce | Innovation | Project Management | Cyber Security | Financial Services
Brand Promise | Market Strategies | Strategic Foresight | Organizational Leadership

EXPERIENCE

Symantec, Mountain View, CA

2015-2019

Global Brand Guardian | Executive Creative Director | Content Strategy & Marketing

Co-created the new voice, tone and visual look of the world's leading cyber security company as they re-branded under a new CMO. Creative Direction for our hybrid in-house |outsourced agency model.

- Guided the rebranding process, with the CMO, Executive Leadership Team, and agency, across every business unit and geography, revitalizing our brand from 'your grandpa's antivirus' to 'the IBM of Cyber Security'. Outcome was the successful sale of our enterprise portfolio for \$10.7 billion.
- Led the collaboration between Product, Marketing, CMO and agency to craft all value propositions, brand strategy and architecture, and key messaging for our solution families and products.
- Owned creation of brand guidelines and devised rollout and socialization campaigns across four global regions. Accomplished a typical 12-month effort in only three months.
- Produced high-performing marketing content with a unified voice and tone for different audiences—product, marketing, advertising and events—including thought leadership content, white papers, blogs, video, infographics, demand gen, and solution guides—growing pipeline by 200%.
- Drove content strategy and roadmap for international partnership/microsite with Williams F1 racing and produced all marketing content—video, storytelling, blogs, PR—in collaboration with the internal and external stakeholders.
- Reinvented the brand creative/marketing interlock for creating and driving global Tier One campaigns. Designed and project-managed the process, aligning marketing, campaigns, PMMs, channel and partner marketing, and PR/AR.
- Brand management, from rollout through continuous training and compliance across every internal business unit and over 100 external agencies (including PR) and vendors on a global basis.
- Creative Direction and messaging for campaigns, global events, conference and sales kickoffs.

- Developed creative/marketing/project management process on 12 Tier One global product launches and brand promise campaigns, maintaining our Leader status in five magic quadrant categories and market dominance.

Gründlich Partners, San Francisco, CA/Zurich area, Switzerland

2006–Present

Founder | Executive Creative Director

Defined brand DNA, vision, content strategy and marketing programs for over 150 global clients in private equity, financial services, cyber security, branding, education, healthcare, consulting, and nonprofits.

Specialized in developing the voice, communicating brand promise & consistent product messaging across all channels and through partnerships, driving hypergrowth.

- Nurtured brand promise, communication strategies and new products in B2B and B2C, including private equity funding, SaaS, organic foods, multimedia, consulting, and healthcare.
- Developed curriculum for heart-based culture change for corporations. Delivered presentation to eBay's 850 key leaders, lectured on values-driven business at eBay's PowerUP Convention.
- Author/keynote speaker on *I Love You for Business and Why it Matters*.

The Vault, San Francisco, CA

2006–2016

Co-Founder | CEO

Created and ran values-based precious metals online retailer and developed it into an international business with clients in all 50 U.S. states and 12 countries. Owned marketing strategy and P and L, generating \$4 million in revenue in the first year, boosting revenue 25% y on y our first four years (including the Great Recession).

- Attained 100% customer satisfaction rate for more than 20,000 transactions over ten years.
- Collaborated with eBay and PayPal on industry's best policies and practices and served as member of eBay Government Relations Team. Founding content creator for PayPal Customer Connect, a values-based business thought leadership portal.
- Developed trust marketing platform, risk assessment and compliance systems; managed vendor relationships to ensure a seamless customer service experience.
- Owned company's communication strategies, creating a brand promise highlighting ethical business practices, sustainability, responsible finance, and wealth management.
- Differentiated our brand in a crowded space via trust marketing social media campaigns.
- Created and designed the world's first secure-asset mechanism for Prosper Marketplace. Engineered process flow, business plan and product roadmap. Led cross-functional team: legal, engineering, executive leadership and business development.

SHORT TAKES

Bladetec Ltd, London, UK

2004-2006

Director, Brand & Strategic Development

Ultra-secure command centers for EU government clients and consumer SaaS computerless platform.

Corporate Development and Marketing, London, UK

2003-2005

Consultant | Project Manager

Developed technology, business planning, strategic foresight, fundraising, and cultural initiatives for clients in professional development and arts organizations.