

PROFILE

Enthusiastic MBA global brand management/market research professional. Dedicated team leader in luxury hospitality, marketing, customer experience and consumer insights. Experienced in managing financial targets and forecasts worth \$395MM+ and facilitating comprehensive quantitative/qualitative projects. Travel to 48 countries and 4 residencies abroad in Europe, Asia and Australia. 17+ years of developing and executing award-winning communications strategies/products.

EXPERIENCE

MARRIOTT INTERNATIONAL, INC., Bethesda, MD

2014 – Present

Consistent ranking of Strong Performer (SP) five years in a row.

Senior Director, Global Brand Management – JW Marriott [2018 – Present]

- Serves as the global brand management lead in the development of brand strategy and multi-year planning, executing all positioning and property initiative efforts to manage the business model and drive performance.
- Represents brand at 95+ hotels globally, serving as primary contact for multiple continents (Asia Pacific, Americas, Caribbean and Latin America, Europe and Middle East/Africa) for \$1B+ brand operations, culture, style/design, and marketing/PR efforts.
- Leads brand immersions/operations projects for up to 800 associates, owner, franchisee and development teams.
- Directs key luxury resources and business partners to ensure adherence to strategic plans and business objectives; manages budget allocation; oversees operational guest proof points; and develops associate programming.

Senior Director, CX Insight Advisor – The Americas [2016 – 2018]

- Served as the lead CX Insight expert for The Americas, providing advisory services for multiple teams and departments, including Sales, Marketing, Revenue Management, Loyalty, Digital, Event Management, Continent Lodging Services, Brand, Development, Owners & Franchisees Services, Global Operations and Finance.
- Defined both tactical and strategic research questions and supported the development of business answers; acted as the primary Continent contact on survey design optimization, market research practices and methodologies, data analysis, behavioral segmentation, and guest and event satisfaction surveys.
- Managed CALA Director based out of FL office and Director dotted-line report from MIHQ in MD.

Senior Director, Consumer Insight Advisory Services – The Americas [2014 – 2016]

- Synthesized research insights into usable steps and actionable implications for the businesses in nearly 30 countries throughout North America, the Caribbean and Latin America; inaugural leader in this position.
- Presented proprietary research studies in webinars to 250+ Americas associates; led volunteer, service and social activities for broader 30-person team; and co-chaired department-wide Associate Engagement initiatives.

JOHNSON & JOHNSON CONSUMER GROUP OF COMPANIES (J&J), Skillman, NJ

2011 – 2014

Senior Associate Brand Manager – AVEENO® Body Care [2013 – 2014]

- Managed the forecasting of all AVEENO® Body lotions, washes, bath treatments, shave gels and anti-itch products, contributing to the achievement of revenue and profit targets of the \$270MM+ business.
- Led cross-functional teams (including R&D, sales, graphics, packaging, market research, finance and operations) to develop and generate new products as well as set marketing objectives, goals and strategies.
- Partnered with advertising and media agencies to determine communications strategies and expand platforms/executions that maximize business results, including television commercials, printed advertisements, digital programs, social media initiatives, mobile display units and radio spots.
- Engaged frequently in committees and activities related to Credo/Corporate Social Responsibility teams, Summer Associate internship program, new hire "Boot Camp" and company-wide "Spirit Day" by leading external and internal team events outside scope of day-to-day responsibilities.

Associate Brand Manager – JOHNSON'S® Baby and DESITIN® [2011 – 2013]

- Managed the forecast, business objectives and financial models for eight iconic company brands, valued at \$123MM, coordinating with demand planning, supply chain, business planning and analysis partners.
- Supervised and produced extensive monthly data analysis and 35-page share report for senior management.
- Directed comprehensive annual business plans encompassing strategic objectives, tactics and financial implications, resulting in +7% planned future growth.

- Led new brand execution opportunities; recipient of "Platinum Encore Award" for "outstanding leadership, vision, focus and relentless effort in successfully delivering product launch" in the abilities to "achieve results, demonstrate customer focus, develop and lead others, and think strategically."
- Coordinated professional marketing efforts to pediatricians and other key stakeholders on behalf of brand; presented strategic plans to sales force during annual conference to drive \$22MM business opportunities.

HAGER SHARP, INC., Washington, DC

2005 – 2009

Account Supervisor [2008 – 2009]

- Managed award-winning strategic communications, public relations and marketing efforts through planning and implementing budgets for 25+ events, accounts and projects; supervised support staff to facilitate overall public affairs efforts resulting in consistently high client evaluations and ongoing media impressions/coverage.
- Developed the design and release of 100+ health and education publications, reports and web sites.

Senior Account Executive [2006 – 2008]

- Co-authored proposals for new business opportunities valued up to \$30MM annually.
- Organized and facilitated 25+ detailed market research sessions, focus groups and usability studies; analyzed target audience feedback and generated new campaign materials based on stakeholder insights.

Account Executive [2005 – 2006]

- Assisted in coordinating partnership opportunities and developing a comprehensive pilot program; secured media placements for national campaigns and programs reaching 30-100MM individuals.
- Oversaw all logistics related to industry conventions and trade shows, representing clients at conferences.

FRANCISCANS INTERNATIONAL, Geneva, Switzerland

2003 – 2005

Communications Coordinator and Assistant to the Director

- Developed marketing communication strategies; wrote, edited, produced and distributed organization's printed and electronic materials, increasing number of subscribers by 200%.
- Managed the Communications Department staff of four; responsible for budget and assignments.
- Directed media contacts to foster PR efforts; organized 15+ international office receptions and fundraisers.

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business, Durham, NC

May 2011

Master of Business Administration. Concentrations in Marketing and Social Entrepreneurship, and certificate in Health Sector Management. Teaching Assistant, Admissions Fellow, Travel Team Representative and Tour Guide/Class Visit Host. Board Member, Dress for Success and Junior Achievement Instructor. Active member of the Marketing, Net Impact, Healthcare, Association of Women in Business and Fuqua Catholics Clubs. Participant in the Middle East and China Global Academic Travel Experience courses, and exchange student at Melbourne Business School (Australia).

THE COLLEGE OF THE HOLY CROSS, Worcester, MA

May 2003

Bachelor of Arts, English and Spanish, Dean's List. Vice Chair and Member of the Purple Key Society (largest on-campus service organization). Selected as one of less than 3% of class in the Magis Spiritual Direction/Leadership Program. Features Writer and Advertising Representative for weekly newspaper, The Crusader. Co-Coordinator of Campus Ministry's Hospitality Program. Volunteer at local elementary school and women's shelter.

LA UNIVERSITAT DE LES ILLES BALEARS, Palma de Mallorca, Spain

September 2001 – June 2002

International Study Year Program. Full immersion in Spanish university classes, language, family and cultural experiences. Completion of independent study project and extensive European travel.

ADDITIONAL INFORMATION

- Fluent in Spanish and basic proficiency in French; experience tutoring ESL families.
- Certificate in Florida Atlantic University's "Tourism and Hospitality Management Program."
- Certificate in Rutgers Center for Management Development's "Mini-MBA Digital Marketing Program."
- Additional coursework (in-progress) on search engine optimization (SEO), demand generation, Adobe and Salesforce.
- Guest lecturer at Georgetown University and American University on market research projects/Brand/PR case studies.
- Member, Junior League of Washington; community volunteer with Bright Beginnings, Inc., National Rehabilitation Hospital and N Street Village; Steering Committee and major fundraiser for 57th Annual Holiday Shops.
- Dame, Order of Malta-Federation Association; Investiture Chair; volunteer for multiple pilgrimages to Lourdes, France.
- Co-author of extensive family cookbook featuring over 600 recipes.