

## JEFFREY L. SCHEIMAN

### Fractional CMO & Strategic Growth Advisor

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**EXECUTIVE SUMMARY** Dynamic Marketing Executive and Managing Partner with a "content-first" approach to business acceleration. Proven track record of transforming storytelling into sales growth for startups, mid-market companies, and Fortune 500 brands. Expertise in managing diverse portfolios ranging from SaaS and Biotech to Retail and Hospitality while serving as the bridge between creative vision and P&L performance.

### CURRENT EXECUTIVE PORTFOLIO & FRACTIONAL LEADERSHIP

#### **KENSINGTON HILL MEDIA** (Affiliate of Kensington Hill Partners) | *Managing Partner Present*

- Partner with Kensington Hill Partners to provide high-level media consulting, helping organizations align their external messaging with aggressive growth and exit strategies.
- Transform traditional marketing departments into agile, content-driven growth engines.

#### **LAVAFIRE TECHNOLOGIES** | *Chief Marketing Officer (Fractional) Present*

- Lead go-to-market strategies for the parent technology company and its hospitality sub-brand, **Havana Savannah**.
- Direct omnichannel marketing to drive adoption and brand equity in the competitive coffee/tech landscape.

#### **INTERNATIONAL GREENSCAPES** | *Chief Marketing Officer (Fractional) Present*

- Oversee global marketing operations for a premier portfolio of biophilic design brands, including **Naturemaker**, **Plantworks**, and **Treescaping**.
- Align three distinct sub-brands under a unified strategic vision to capture market share in commercial and luxury architectural design.

#### **WIGAL MANAGEMENT GROUP** | *Chief Marketing Officer (Fractional) Present*

- Direct brand strategy for medical/orthodontic innovations **DesignerTies** (patented custom ligature ties) and **Braces By You** (orthodontic app)
- Develop B2B and B2C communication loops to increase product adoption among orthodontic professionals and patients.

**SOS MEDIA GROUP** | *Founder & CEO 1984 – Present* Founder of a leading marketing communications company partnering with C-Suite leadership to drive business volume.

## NOTABLE PAST ACHIEVEMENTS & CLIENT PARTNERSHIPS

### Consumer Goods & Retail

- **M/I Homes:** Integral partner to senior leadership, executing the "Welcome to Better" rebranding and "Move Up" campaigns for the entire enterprise.
- **iCoffee:** Guided Kickstarter and go-to-market strategy, leading growth to 6,000+ stores. Achieved placement on the *Consumer Reports* "Hot List" alongside Tesla and Apple.
- **Schottenstein Stores / Value City Furniture:** Partnered on TV/Radio advertising that drove exponential growth and double-digit sales increases.
- **Limited Brands:** Created the "Building Brands" video newsletter program with senior leadership to foster internal brand ambassadorship. Partnered with Investor Relations to make brands like Victoria's Secret, Bath & Body Works and Abercrombie & Fitch IPO-ready.

### Finance, Insurance & Logistics

- **Safe Auto Insurance:** Partnered with Founder/Co-CEOs to develop initial branding and media strategy, producing all content for 16 years and helping drive sales to \$500M+.
- **DHL Supply Chain:** Created the "S.A.F.E.R Way" program, reducing accident insurance claims by 70% within two years.

## EDUCATION & BOARD LEADERSHIP

**BOSTON UNIVERSITY** | Master of Science, Broadcasting and Film

**ELMIRA COLLEGE** | Bachelor of Science, Elementary Education

### Board & Civic Roles:

- **Columbus College of Art & Design (CCAD):** Former Board Chair and Interim President (18 months); led national search for new president.
- **YPO (Young Presidents' Organization):** Member (1997–Present); Past Gold Chapter Chair and Education Chair, Current MEO (Member Engagement Officer)
- **Columbus State Community College:** Former Trustee/Vice Chair.