

WILLIAM H. LYNN

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Profile:

Experienced executive with a track record of success in both the for-profit and non-profit worlds specializing in building strong relationships and working as part of a team to drive financial results. Strengths are a unique combination of strategic thinking and flawless execution, big ideas, “practical creativity” and situational problem solving.

Experience:

HERRESHOFF MARINE MUSEUM, Bristol, RI

February 2015 - Present

President & Executive Director

The Herreshoff Marine Museum/America’s Cup Hall of Fame is a non-profit that preserves and interprets the legacy of the Herreshoff Manufacturing Company and its founders, Nathanael and JB Herreshoff. A little-known and even less understood organization, HMM is poised for a dramatic step forward. In the five years of my tenure as ED, we’ve implemented a new Strategic Plan, broadened the donor base and grown the Annual Fund, developed a new exhibit strategy, made dramatic improvements to the campus, uncovered profitable new revenue streams and kicked off the “quiet phase” of a capital campaign in support of a new and exciting Master Plan.

Relevant Applied Expertise:

- Brand Positioning
- Campaign Development & Execution
- Public Relations
- Storytelling
- Donor Cultivation
- Social Media/Inbound Marketing

ROCKHOPPER GROUP LLC, Marblehead, MA

2007 - 2014

CMO

RockHopper Group LLC was a holding company built to acquire and develop niche brands with a focus on the outdoor apparel industry. RHG developed a unique and effective methodology for creating value through customer-centric product leadership, a clear and differentiated brand positioning & voice, grassroots-driven marketing initiatives, and an e-commerce-focused omni-channel distribution strategy.

Relevant Applied Expertise:

- Brand Positioning
- Digital Media/Marketing
- E-Commerce
- Product Development
- Social Media/Inbound Marketing
- Business Development
- Customer Experience Management
- Sports/Event Marketing
- Omni-Channel Distribution Strategy
- Public Relations/Earned Media
- Marketing Partnerships
- Copywriting

BOATHOUSE, Waltham, MA

2004 – 2007

Director of Consumer Connections

Built this growing agency’s Communications Planning team and created an alternative integrated communications capability critical to the agency’s growth from \$15m to \$50m in two years. Boathouse was founded on the premise that advertising agencies need to take a different approach to adding value and helping clients drive business, and our media strategies were based on a unique point of view rooted in understanding customer mindsets and using that insight to develop more effective, efficient and impactful communications programs.

Relevant Applied Expertise:

- Communications Strategy
- Integrated Media Buying
- Cross-media negotiation
- Media Target Profiling
- Challenger Brand Strategy
- Team Building

HILL HOLLIDAY, Boston, MA

2000 - 2004

Executive Vice President – Managing Director

Drove the turnaround of Hill Holliday Interactive, bringing this important digital-focused LOB back to profitability and establishing a reputation for the creative use of digital technology to create better customer experiences. The unit was presented with the agency's highest award in 2004. Managed a range of accounts with an emphasis on B2B Technology, Financial Services and Corporate Image.

Relevant Applied Expertise:

- Account Management
- Account Planning
- Creative Strategy Development
- LOB Management
- Corporate Identity Development
- User Experience Research

BULLHORN, Boston, MA

2000

Executive Vice President – Director of Marketing

As Bullhorn's first Marketing leader, developed a transformative business strategy and revenue model which enabled this SaaS startup to secure its first round of venture financing, setting the company on the road to profitable growth. Bullhorn revenues in 2011 were \$33.6 million and the company was purchased in 2012 by Vista Equity Partners for an undisclosed sum believed to be in the "lower end of hundreds of millions of dollars".

Relevant Applied Expertise:

- Customer Experience Management
- Business Planning
- Sales
- Capital Raise

HILL HOLLIDAY, Boston, MA

1995 - 2000

Senior Vice President – Group Media Director

Led global communications and channel planning/buying for the agency's technology marketing practice, critical to growth from 15% to 40%+ of agency revenue in three years and leading to the agency being named Technology Agency of the Year by Technology Marketing. Founded the agency's digital media capability and was an early member of 4As Interactive Media & Marketing Committee.

Relevant Applied Expertise:

- Media Strategy
- Media Negotiation
- Digital Media & Marketing
- Global Campaign Coordination

Recognition:

- Gold Effie for Lotus Development's Notes campaign
- Named one of B-to-B Magazine's "Best and Brightest Media Strategists"
- Hill Holliday named Agency of the Year by Technology Marketing Magazine

Education: Tufts University BA, Economics**Personal:**

Married with two sons and one daughter. Lifelong sailor, backcountry skier and outdoor enthusiast. Believer in the concept of "giving back". Frequenter of Trustees properties.