

# Ross A. Haskell

Mobile: 316-708-8807  
rosshaskell@gmail.com

## PROFESSIONAL EXPERIENCE

### **INTRUST Bank** Wichita, KS

2025 - Present

Consultant, Digital Strategy

- Take holistic view of all digital customer journeys, develop and apply rubric to rate INTRUST's performance against others.
- Develop short-term tactical improvements, mid-term initiatives, and long term strategy to ensure INTRUST's future success.
- Make recommendations and lead cross-functional teams to execute and measure.

### **Fair Market Health** Wichita, KS

2022 – 2023

VP, Product

- Established agile best-practices which increased team efficiency and transparency throughout the company.
- Led website redesign project. Results included increased conversion rate, SEO traffic overtaking PPC, doubling average time on site, detailed event tracking via customization of Google analytics.
- Eliminated 50% waste from development team by properly documenting product requirements including specifying acceptance criteria and creating detailed mock-ups.

### **Predict Interactive, Inc.** Wichita, KS

2020 – 2022

President & CEO

- Invested personal capital to help acquire a series of digital advertising IP assets out of a bankruptcy proceeding.
- Within one week of taking possession had a team working on reviving assets. Within six months, had technology back in full production.
- Built pitch decks and other fundraising ephemera. Active pitching raised ~\$1,000,000 in seed capital.
- Recruited and hired Head of Sales with a decade of industry experience.
- Lead and manage a team of ten people which consists of full time and contract labor both here in Wichita, and remotely.

### **LogMeIn, Inc.**, Wichita, KS

Multiple Positions: Sr. Director, BoldChat | Lead Evangelist, Bold360

2012 – 2020

- Subject matter expert frequently featured at speaking engagements with audiences as small as 25 and as large as 1,000.

## EXPERTISE

Cross Functional Leadership  
E-commerce  
Omni Channel Digital Engagement  
Website Design Management  
SEO / PPC  
Budgets / P&L Management

## SAMPLE PUBLICATIONS

*Just How Do You Drive Seamless Digital Engagement Anyway?*,  
Bold360 Blog, 2020

*Headed for a Customer Breakup?*,  
Smart Customer Service, 2017

*Three Easy Steps for Improving Success Rate w/ Hesitant Mobile Customers*, Customer Experience Magazine, 2015

## SPEAKING ENGAGEMENTS

*Seamless Digital Engagement*,  
Customer Contact Week, 2020

*Fireside Chat*, Customer Service Summit West, 2019

*Customer Care in the Age of Instant Gratification*, HDI, 2012

## EDUCATION

### **Masters of Business Administration**

Texas A&M University  
Marketing Concentration

### **Bachelor of Science**

Boston College, Carroll School of Management, cum laude,  
Majors: Marketing and Philosophy

- Product Owner with three direct reports embedded into overall development organization of more than forty based in Budapest
- Interact regularly with global thought leaders including analysts, consultancies, and media.
- Work directly with to document requirements and then work with global development team to meet them.
- Created and delivered enablement content and sales tools aimed at identifying and optimizing opportunities.

**Bold Software, LLC.,** Wichita, KS

Vice President, Marketing

2008 – 2012

- Started as 8th person hired. Built marketing practice from the ground up, starting with a budget of just \$300,000. Built brand until eventual sale to LogMeIn for more than 4X revenue.
- Total ownership over four website domains including several design overhauls. Flagship site redesign resulted in organic SEO rank increase from 8<sup>th</sup> to 2<sup>nd</sup> for highly competitive key words.
- Actively managed \$5,000 to \$20,000 in monthly Pay-per-Click spending.
- Increased CTR for critical keywords. Drove down conversion costs.
- Started as a team of one but eventually recruited, interviewed, and hired an entire marketing team of five people.
- Managed a network of contractors including graphic designers, website coders, Salesforce experts, and more.

2007- 2008

2004 to 2005

Current

The PMG Group

[Marketing and Product Management Consulting]

Wichita, KS

Stillwater,

OK

**Founder, Lead Consultant**

Sole-proprietorship consulting business focused on product life-cycle fundamentals.

- Responsible for the set-up, day to day management, reporting, and copywriting for two client's Pay per Click campaigns and one client's SEO campaign. Increased the CTR (click through rate) from .02% to 1.34%.
- Managed three website development projects from the ground up including copywriting, graphics development, and analytics
- Carried the title of Director of Product Marketing during a long term engagement for a telecommunications software firm. Developed an integrated lead generation strategy including Email marketing, SEM, opt-in lead nurturing, and telephonic qualification which modeled a 1068% Return on Marketing.
- Completed projects of varying scopes for consumer product, consumer services, and high-tech clientele.
- Deliverables have included a multi-touch market experiment across three test cells, direct mail campaigns, industry segmentation, total available market sizing, requirements gathering, marketing collateral generation, and brand strategy development.

- One engagement resulted in a new revenue stream for the client company.

*2000 to 2004*

Green Mountain Energy Company

Austin, TX

[Nation's largest retail provider of less-polluting electricity]

**General Manager, Texas Region**

Directed a team of 6 for the company's most profitable region, with complete decision making control over a \$20mm EBITDA P&L.

- Increased NPV per customer through continual monitoring of quality metrics.
- Designed and implemented reorganization of customer enrollment processes, improving sales efficiency and making possible two new sales channels.
- Initiated first in-house telephonic retention effort, which achieved pay-back in only two months.

**Director, Customer Operations**

- Assumed leadership over ailing nine-person department with 24 hours' notice at bequest of company President.
- Transformed team through implementation of new monitoring processes, automated reporting, and group reorganization of workflow.
- Improved billing timing and accuracy from 80% to 98% in six months.

**Director, Brand**

[Complete brand ownership across multiple geographies.]

- Identified most profitable customer targets via a complex primary research segmentation initiative, reducing waste by \$.30 for every marketing dollar spent.
- Constructed first message map in company history and designed web-based coordination software which reduced time and errors in copy-review procedures by 50%.
- Created an interactive brand training and change management tool rolled out as part of re-branding project including look/feel, voice, and logo development.
- Managed \$500,000 research budget and reduced cycle time from six weeks to five days with introduction of online customer lighthouse program.
- Launched, from ideation, three new products, each exceeding sales targets.

*1998 to 2000*

Tivoli Systems, Inc.

Austin, TX

[Systems management software manufacturer, division of IBM]

**Product Line Manager, Embedded Solutions Business Unit**

Managed the product management function for this internal start-up venture.

- Oversaw the requirements gathering, MRD creation, development turn-over to the Rome office, positioning, and

launch of Tivoli's first management software products for handheld computing and the cable TV industry.

- Led, additionally, competitive analysis, trade publication relations, and sales training for these two industries, in addition to the retail POS systems and ATM management businesses.

#### **Assistant Manager/Manager, Small & Medium Business Unit**

Product managed and launched two software products for Tivoli's first product line aimed at the small to medium business.

- Created all competitive analysis and subsequently published kill-points, selling strategies, and re-positioning documents to the world-wide sales force.
- Performed sales training presentations across the U.S., Australia, France, Germany, Japan, UK, Austria, and the Netherlands.

1993 to 1996

Tyco Toys, Inc.

Mt. Laurel, NJ

[World's third largest toy company. Purchased by Mattel.]

#### **Manager, Business Development**

Acted as direct liaison to an international community of toy inventors.

- Created the department's first data-base to track submissions, and streamlining the product review process, cutting days out of cycle time.
- Reviewed hundreds of new concepts annually, including *Tickle Me Elmo*.

#### **Marketing Intern/ R&D Assistant Manager/ R&D Manager**

Directed all product development, including ideation, 2Ds, breadboards, control drawings, patterns, LL/WL models, deco, samples, and costing for the company's oldest product line.

- Invented *The Haunted Highway* during the same year that the product line broke a five-year break-even trend and contributed \$2.2mm of net profit.