

Dynamic Senior Marketer & Sales Catalyst

“Great marketing is the constant process of creating context and starting conversations that make it easy for your sales team to sell and for customers to choose your solution.”

Analytical, accomplished business leader with deep experience in supporting & mobilizing sales teams. Media company leader with track record of driving positioning and communications through collaboration and relationship management. Strategic planner with history of designing methods and executing improvement initiatives that built top-line growth and bottom-line results.

Core Competencies

- ◆ B2B / B2C Marketing
- ◆ Market Research
- ◆ Media Sales and Planning
- ◆ Corporate Communications
- ◆ Executive Presentations
- ◆ Financial & Strategic Planning
- ◆ Sales Team Support
- ◆ Offline & Online Marketing
- ◆ Budgeting / Forecasting
- ◆ P&L Management
- ◆ Mergers & Acquisitions
- ◆ Corporate Development

LEADERSHIP HISTORY

DOXAGLE | Oakland.....2010

Principal

Independent marketing consultant providing support for businesses of various sizes in multiple industries. Notable projects include: RFP responses, white papers and qualifications presentations for a newly-launched marketing agency; development of an identity package and web redevelopment RFP for a non-profit organization; and content strategy, SEO, SEM, white papers and E-mail campaigns for a plastics manufacturer.

PREMIER RETAIL NETWORKS | San Francisco.....2008 – 2009

Senior Manager, Sales Development

Supported national sales teams by developing programs, media plans, proposals, and presentation materials. Applied primary and secondary market research data to deliver compelling value proposition to advertisers with company’s networks. Worked with Retail Account Managers and sales teams to devise/sell themed retailer-approved campaigns.

- ◆ Developed media plans for in-house campaigns presented on Walmart Smart Network. Conducted extensive media planning and meetings with Mediavest, Walmart’s ad agency.
- ◆ Contributed to EVP, Strategy’s development of five-year plan. Performed research on top brands, advertising, and leading retailers in various categories.
- ◆ Hired, trained and managed Marketing Manager.

FUTURE US | South San Francisco.....1999 – 2008

Director of Marketing

2006 – 2008

Operated Service Department that supported six national advertising sales teams while reporting to President. Recruited, hired, trained, and oversaw geographically-dispersed team of four Marketing Managers who represented company divisions. Developed marketing collateral, RFP responses, keystone presentations and media kits, and facilitated client events. Helped define audience for advertisers. Provided corporate communications, public relations management, creative direction, copywriting, and editing.

- ◆ Oversaw marketing budget of \$2.5M that helped generate \$50M+ in print, online and custom multimedia advertising sales.
- ◆ Developed new integrated print, online, and video marketing materials for company and all of its brands. Constructed creative briefs, performed copywriting, and directed external vendors and production.
- ◆ Created compelling proprietary market research on the company’s niche audiences to develop sales tools that demonstrated their unusual value to advertisers.

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FUTURE US | South San Francisco

Director of Marketing (cont'd)

2006 – 2008

- ◆ Contributed to pitch that secured the license to publish *PlayStation: The Official Magazine*.
- ◆ Launched company's first advertiser email newsletters.
- ◆ Cultivated, pitched, and recruited industry contacts for conference sessions featuring company management.

Business Manager

1999 – 2006

Guided long-term growth planning, annual budgeting, new product & market investigations, acquisitions, market project management, and sales team optimization. Provided P&L management and partnered with publishers to develop budgets, working on new forecasts annually. Reported to President. Offered launch support for magazines and websites and made build/buy recommendations. Developed comprehensive business plans and delivered M&A support. Coordinated marketing efforts with corporate office in U.K. Managed sales compensation.

- ◆ Served as member of acquisition team for purchases of *Guitar World*, *Revolver* and others.
- ◆ Created business model, royalty model, and pitch to license *The Official Xbox Magazine*, which became one of company's most valuable properties.
- ◆ Wrote market entry plan for company's first foray into the crafts market as well as for a number of magazine and website launches.
- ◆ Helped create \$1M profit from cost and revenue enhancements by suggesting and presenting sales team restructuring.
- ◆ Devised and oversaw advertising revenue projections system.
- ◆ Designed, built, and implemented five-year forecasts for Board and C-level executives, working with US CFO, President and employees at various professional levels.
- ◆ Improved capacity to meet company goals by creating and overseeing compensation plans for sales team and company executives. Systematized annual schedule.
- ◆ Developed and monitored KPIs for local and international executives. Participated in month-end closing process.
- ◆ Awarded "Employee of the Month" in February 2006.

UBISOFT ENTERTAINMENT | San Francisco.....1997 – 1999

Marketing Manager

Oversaw aspects of consumer entertainment product launches, from packaging to media relations. Launched products simultaneously on PC, handhelds, and consoles. Managed product marketing budgets as high as \$1.5M.

- ◆ Engaged company's first advertising agency. Led first television advertising campaign.
- ◆ Scouted, evaluated and secured third-party games for publishing.

CREDENTIALS

M.B.A., University of Washington | B.A., History, University of California, Berkeley