

Marketing & Sales Awards: Strategy Into Action Excellence Award • Global Marketing Excellence Award • Growth Champion Award • Cerbelli Hot List Entertainment Award

Customer experience marketing and sales leader with a progressive career in transforming organizations from product-focus to delivering invaluable customer experience journeys that people love and reward with loyalty. Passionate brand builder with deep experience improving the path to purchase by defining each stage of the journey and bringing them to life through improved touchpoint experiences using the digital ecosystem, product innovation, retail marketing, events, and flawless execution. Exceptional ability to communicate company vision and build high-performing teams that close the gap between strategy and execution resulting in great brands, increased loyalty, and profitable results.

SKILLS

- Digital Marketing Strategic Planning
- Brand Management & Sales Planning
- Product Development Milestone Management
- Shopper Marketing & Partnership Marketing
- Customer Experience Journey Development
- Social Media & Community Influencer Marketing
- CRM Management
- P&L Leadership

EXPERIENCE

2019 **Serta Simmons Bedding** \$5 billion-dollar sleep company **Atlanta, GA**

6/19-9/19 **Sr. Vice President of Marketing Luxury Brands**

Lead marketing strategy, brand building, business operations, product innovation, digital strategy and media planning for a \$1.3B brand portfolio to include Beautyrest, Simmons and an emerging bespoke luxury brand.

- Built and launched execution of a long term portfolio growth strategy introducing an expanded product range from super-luxury to value offers to sustain market leadership and increase penetration.
- Grew Beautyrest revenue +5% in 2019 vs 2018 with new brand positioning, product innovation and media innovation reinventing the brand among Millennials via targeted media and influencers.
- Monetized e-commerce platforms and social media to include SEO, SEM, and UX across brand properties.
- P&L responsibility to grow revenue, profits and manage operating expenses including annual budgets and monthly forecasts.
- Directed brand marketing team and influenced R&D to deliver new product innovation worth \$30MM in year-1.
- Led external agencies to deliver integrated plans resulting in +2 pts of purchase intent for Beautyrest and Simmons in all selling channels.
- Created brand architecture, style guides, brand keys to align and elevate brand look, feel, and voice across all communication channels: retail, digital, social, traditional.

2018-2019 **GRAND FINALE ENTERTAINMENT, INC.** tech startup **Greenville, SC**

2/18-5/19 **Founder & CEO (Completed asset sale of the corporation December 2018)**

Inventor and U.S. Patent holder of "ViViD, The Fireworks Show In A Box" an online e-commerce company where consumers design their personalized 10 minute show in a box that is smartphone controlled, delivered right to their door, safer, easier, and disposable. Founder and CEO leader responsible for creating and implementing the corporation's vision, mission and business direction. Developed the brand architecture, business strategy, consumer insights generation, consumer experience journey, tech development roadmap, multi-channel digital marketing plan, social media platform, and complete P&L oversight.

- Awarded the Michael Cerbelli "Hot List Award" as one of the top 10 most innovative entertainment companies of 2018 by the internationally recognized New York Cerbelli Design Creative Agency.
- Cover feature "Company Blazing A Trail In Entrepreneurship" in South Carolina's premier *Upstate Business Journal*.
- Grew revenue +166% in the first two years while maintaining profit margins above +55% annually.
- Developed and executed multi-channel digital and social media capability, targeted advertising and CRM resulting in 20% growth in referrals and new customer acquisition in 10 months by utilizing an engagement strategy supported by data via Google analytics, Terminus, Bitly and Buffer.
- Successfully lobbied and secured approvals from U.S. regulatory agencies DOT, CPSC, and the BATF to allow interstate commerce of highly regulated consumer grade explosives across U.S. state lines.

<p>2010-2018 3/14 - 2/18</p>	<p>MICHELIN \$22 billion-dollar global automotive company</p> <hr/> <p>North American Senior Group Marketing Director</p> <p>Awarded increased leadership and operational management responsibility over the North American marketing operations for Michelin's most profitable Earthmover Mining, Infrastructure and Energy business unit. Responsible for leading a cross-functional team in development of all annual strategic planning, marketing and Sales, and in-market activation to include business intelligence, market research, new product development, strategic pricing, digital media planning, and website UE/UX development.</p> <ul style="list-style-type: none"> Delivered market share growth of +2 points each year in Mining and Infrastructure sectors, achieving difficult market share gains in declining global industries. Over delivered two years of operating results by +\$32MM and +\$39MM in 2015 and 2016 respectively. Led a global team of R&D, market research, product and sales personnel to design and re-launch a new worldwide go-to-market strategy for the most important product line of giant earthmover tires for the global mining market. Designed a critically needed business intelligence reporting system to better track stock and consumption trends of the world's largest mining tires to improve supply chain forecasting, inventory management and reduce working capital in a supply constrained manufacturing environment. 	<p>Greenville, SC</p>
<p>4/10 - 3/14</p>	<p>Senior Director, Consumer Experience Marketing</p> <p>Leadership role over Michelin's largest cross-functional marketing department in North America to plan, develop, and implement digital consumer experience marketing platforms for Michelin, BFGoodrich and Uniroyal. Diagnosed the consumer journey from pre-purchase to ownership and improved each phase of the tire buying journey using digital technologies. Built a platform for developing "BIG" ideas and brought them to life in a cohesive experience where consumers are most receptive to the brand. Analyzed effectiveness of key touch points, identified return on investment opportunities and implemented corrective actions. Created a hot house for testing and experimenting of digital content to drive revenue, especially across the digital landscape.</p> <ul style="list-style-type: none"> Led two large marketing departments totaling 37 people with 11 direct reports, including all Digital Marketing Departments and Consumer Care Center; with \$120M marketing budget responsibility. Delivered four straight years of market share growth of +.2 bps on average each year, achieving the highest market share in Michelin's North American history at the end of 2013. Over delivered two years of operating results by +\$50MM and +\$62MM in profit, 2011 and 2012 respectively. Developed traditional and non-traditional 360 degree campaigns with focus on the digital and social media ecosystem; exceeded critical e-business KPI's each year including qualified site traffic, top box purchase intent, and 12% increase in purchase conversion. 	
<p>2002-2010 8/08 - 4/10</p>	<p>UNILEVER \$40 billion-dollar global consumer products company</p> <hr/> <p>Senior Brand Manager – Spreads & Dressings</p> <p>Awarded increased leadership responsibility to manage the strategy, brand portfolio, innovation pipeline and execution for Hellmann's and Best Foods brands, a \$910 million business and one of Unilever's largest brands in North America.</p> <ul style="list-style-type: none"> Featured story on the front cover of Brandweek Magazine, Vol. L No. 40, November 9, 2009. Awarded first place in Unilever's Global Marketing Excellence Awards for delivering two straight years of share and profit growth, surpassing competitor Kraft for the first time in the brand's history. Over delivered two years of market share and operating results by +\$20MM in 2009 and +\$44MM in 2008. Increased brand re-appraisal and loyalty by focusing on key benefits and points of differentiation versus competition. Exploited consumer insights to make sound business decisions that secured ongoing growth. Managed 3 associate brand managers, 6 agencies, and a 12-person cross-functional group to deliver new product innovation, package design, aggressive pricing initiatives, and managed a \$67MM marketing budget. 	<p>Englewood Cliffs, NJ</p>
<p>3/7 - 8/08</p>	<p>Senior Brand Manager – Lawry's Foods</p> <p>Managed profit delivery, strategic positioning, and marketing leadership for the \$190M Lawry's Masterbrand while simultaneously leading a divestiture team with Lehman Brothers in the sale of Lawry's to McCormick Spice Company.</p> <ul style="list-style-type: none"> Developed marketing plans that stabilized the business despite 20% less operating budget versus prior year. Exceeded gross profit by +11% and increased dollar share in a highly competitive category by 2.2 points in 2007. Managed two direct reports, cross-functional team, and a national retail merchandising team to deliver all P&L targets for all business segments within the masterbrand. Implemented manufacturing and distribution cost savings netting over \$1 million savings per year. Appointed team leader for the divestiture of Lawry's to work with all cross-functional Directors, Lehman Brothers, Legal, and the FTC to facilitate the successful \$604M sale to McCormick. 	<p>Englewood Cliffs, NJ</p>

2005-2007	Senior Shopper Marketing Team Leader – Unilever all brands Awarded <i>Growth Champion Award</i> for developing retail marketing plans with top customers and driving market growth, resulting in \$48M in incremental revenue in 2006.	Los Angeles, CA
2002-2005	Unilever Customer Marketing Manager – Unilever all brands Awarded <i>Strategy Into Action Excellence Award</i> for outstanding achievement in developing Unilever’s first multi-brand Hispanic marketing platform, resulting in \$10M in incremental revenue in the first year.	Los Angeles, CA
2000-2002	FLAIR COMMUNICATIONS AGENCY marketing strategy and communications agency <i>Agency-Client Account Supervisor</i>	Los Angeles, CA
1996-2000	NEWS CORP \$10 billion-dollar Rupert Murdoch media company <i>Sales Director</i> <i>Regional Trade Marketing Manager</i>	Minneapolis, MN Chicago, IL
1993-1995	ENTERTAINMENT AND SPECIAL EVENTS INDUSTRY (multiple companies) <i>Multi Media Special Events Producer</i> <i>Creative Director</i>	Chicago, IL St. Louis MO

EDUCATION

2007 MBA – Pepperdine University, Graziadio School of International Business and Management, Los Angeles, CA
1993 BA – Hillsdale College, Hillsdale, MI, 1993

PROFESSIONAL AFFILIATIONS & VOLUNTEERING PAST & PRESENT

- Michelin Small Business Development Program: marketing consultant providing strategic planning and best practices to small business startups in South Carolina.
- Member: Association of National Advertisers, Inc • Member: America Marketing Association
- Greenville County South Carolina Humane Society – weekly animal care volunteer
- Greenville County South Carolina Habitat for Humanity – monthly residential home builder volunteer