
Senior Brand & Retail Marketing Leader

- Strategic senior marketing executive with expertise driving branding initiatives, creative, messaging, retail and channel marketing across a diverse set of industries, business sizes, and growth phases.
- Proven track record of leading and developing go-to-market processes for marketing, sales and product.
- Globally oriented, collaborative team player that manages the c-suite and leads employees from strategy through to tactical execution and measurement of common business goals.

LEADERSHIP COMPETENCIES: Brand Marketing | Strategy | Consumer Segmentation | Market Research | Content Strategy | Retail Marketing | Point of Sale | Channel Marketing | Digital Marketing | Demand Generation | Global Marketing | Go-To-Market Planning | Public Relations | Partnerships | Sponsorships | Experiential Marketing

BOWERS & WILKINS: Menlo Park, CA

2016 – 2020

Vice President Global Marketing

Promoted to the management team to direct a new global marketing culture through the marketing and sales teams with the objective of doubling revenue. This included developing new consumer segmentation models and driving future marketing activities into a lifestyle and experiential approach.

- Implemented a new creative approach that showed a blend of lifestyle imagery and messaging with emotional and functional benefits to highlight real-world use cases and unique value propositions.
- Responsible for the most successful consumer product launch to date, Formation, including product positioning, naming, visual identity, messaging, launch plans, point of sale, sell-in, training, and advertising.
- Modeled new consumer segmentation strategy to lead product, marketing, and distribution to reach revenue growth goals. This guided rapid expansion while maintaining a premium/luxury brand position.
- Increased PR articles 450x YOY through a redefined global approach that focused on more emotive and lifestyle-driven conversations, increased media outlet focus, and experiential executions.
- Implemented a new cross-functional global go-to-market process to ensure that from product inception to product sell through all functions are working to the same key milestones with clear communications.
- Increased conversion e-commerce conversion by 14% in the U.S. while saving \$2.5m annually by rebuilding the platform to a modern and globally synchronized system across 36 countries, 12 B2B, and 5 internal sites.

Head of Marketing, North America (formerly Eva Automation)

As employee 36 of start-up Eva Automation, I was asked to overhaul the marketing approach for our largest market, North America, when we acquired Bowers & Wilkins. This consisted of an effort to bring our retail, PR, and messaging to a place where we could compete with the leading brands in the market.

- Curated 600+ pieces of editorial coverage for our PX headphone and 600 series launches in four months. This was the largest coverage received to date and was the beginning of our lifestyle media approach.
- Implemented the most successful POS program at retail by revamping MDF, Co-Op, rebates, and learning management tools, expanding into a new 100 doors at Best Buy and landing numerous new retailers.
- Increased sell-in of PX headphone sales by 126% by leading the sell-in efforts for key accounts such as Best Buy/Magnolia while expanding into new accounts such as InMotion with new programs.

SUNEDISON SOLAR: Belmont, CA

2014 – 2016

Head of Global Marketing, Residential & Commercial

Recruited to join management team and create a B2C and B2B global marketing function focused on building a consumer brand presence while simultaneously building a demand generation pipeline for direct sales.

- Developed a new consumer brand identity based on the existing corporate brand that could stretch to all SunEdison assets including their new and recently launched financial companies.
- Developed a 20k a week lead funnel capability with an industry-leading 12% conversion from scratch through affiliate marketing, SEO, SEM, partnerships, organic placements, and experiential marketing.
- Reached an industry-leading cost per watt after building a 100+ person inside sales and analytics team to ensure leads were acted on, routed, measured, analyzed, and followed up with efficiently.

- Generated 100k+ leads per year through experiential marketing with newly created brand alliances with sports teams, adjacent brands, and large corporations including NASCAR and ChargePoint.
- Created the first solar Multi-Level-Marketing program where users referred others as solar leads for revenue creating a tiered program that reached 60k+ users in the first quarter.
- Developed B2B incentive program where adjacent industries (builders, roofers) signed up to refer for an incentive resulting in 300+ partners in first six months generating leads at 65% under industry average.

THE ADIDAS GROUP: Canton, MA

2005 – 2014

Director Global Concept Marketing

Promoted to lead the creation of a new creative approach where, based on macro trends, and working across brands, new creative concepts were driven into the market. This included leading the GTM strategy from initial creative idea conception to in-store activation by focusing on an integrated marketing plan for global rollout.

- Responsible for all asset creation focused on creating a more emotional consumer persona including new brand guidelines, sell-in content, advertising, retail store, wholesale partners, and e-commerce sites.
- Oversaw the development of the new retail concept store “The Loft” to achieve a smaller footprint, increase sales per square foot, while adding new innovative ways to shop for footwear without sales associates.
- Increased e-commerce YOY by 135% by redesigning the digital experience with a focus on conversion best practices including merchandising stories, call-to-actions, retargeting, and an e-mail marketing focus.

Director Global Brand and Retail Marketing

Led the global marketing team with a \$30m budget across 33 markets for the Rockport brand with global revenue of \$345m, including positioning, messaging, media, PR, digital, retail, trade, and creative.

- Nominated by CEO for the Management Development Program (MDP), consisting of 24 Directors from the company, this yearlong program focused on teaching leadership and personal growth strategies.
- Designed, and implemented an all new creative asset approach that focused on emotional benefits over functional benefits while helping the global markets localize based on individual assortments and trends.
- Redesigned the brand guidelines, sell-in process and content, advertising and PR approach for retail, trade, and digital partners.
- Drove an 18% lift in sales at owned retail through store design, messaging, and visuals from window presentation to in-store communications as well as the development of an experiential engagement program.
- Increased YOY sales by 28% for our Factory Outlet stores by redesigning the visual language to more closely mirror the messaging and visual direction of Full Price stores in a cost-efficient manner.

Senior Global Brand and Marketing Manager

Designed and implemented a new go-to-market process for the product and marketing groups to operate cross-functionally from seasonal blue sky through to in-store date across four concurring seasons. Process included alignment of product, marketing, and retail calendars as well as new workflow software.

Category Manager

Asked by CEO to create a new \$50m fashion business unit from business strategy, to product design and development, branding, retail marketing, PR, and sales. The collection achieved 35% over forecast and 7% over internal margin goals while expanding distribution to top tier fashion retailers.

The Adidas Group additional roles:

Global Marketing Manager – New Businesses

Associate Retail Marketing Manager – New Businesses

EDUCATION and CERTIFICATES

BOSTON UNIVERSITY: MBA Degree

SYRACUSE UNIVERSITY: B.S. Marketing Degree

LEAN MANAGEMENT: Green Belt

PROJECT MANAGEMENT: Green Belt

INTERESTS

My Dogs; Animal Rescue; Skiing; DIY Projects; Mandolin/Guitar; Live Music; Writing; Photography; Meditation