

Areas of Expertise



Achieving Brand Leadership

Translating Cross Border Brands

Maintaining Market Leadership

New Product Development | Launch

Inventive | Collaborative Approach to B2B Marketing

Industries

CPG: Food, Beverages, Health & Beauty, Confectionery, Batteries

Services: Technology, Travel, Airlines, Rental Cars, Professional Services Associations, Fire Protection, Engineering, Financial Services

Manufacturing: Heavy machinery

Construction: Global Heavy Industry

Entertainment: Toys & Games

Non-Profits: Continuing Care Retirement Communities, Community Mental Health Services

Pharma: Sales Communications

Training Ad/PR/Consulting Agencies: Persuasive Communication Training

Positions Held

Managing Director, Nimble Leader

Narrative Branding, Strategy & Marketing Comm.

Corp. Director of Marketing, Ferrero USA, \$175M sales

Worldwide Account Director, Griffin-Bacal DDB, Hasbro Toys & Games, \$140M billings.

Senior Vice-President, Group Director, Ogilvy & Mather NY, Unilever \$50M billing, Hershey Chocolate \$45M billing

Instructor, Annenberg School of Communications, Temple University

Education

M.A., Annenberg School of Communications, Temple University.

B.A. English, University of Dayton

Speaking Engagements

- Brand Camp, NYC, NY Ad Club
- American Creativity Association, Austin & Singapore, Storytelling and Narrative Thinking in Business and Marketing
- ATD, Washington, DC, A Narrative Approach to Appreciative Inquiry
- National Speakers Association, Story Driven Selling, San Francisco. Brand Stories That Work, San Diego
- AICPA, PICPA Brand Case Study, St. Louis
- Pacific Institute, Narrative Leadership, Seattle
- Brand Seminars, Stern Bus. School, NYU; Fox School of Business, Temple; AMA, at St. Joseph's Haub School of Business
- BioLifeTech, Early Stage East Angel/VC Conferences, Wilmington & Phila. Tell The Story VCs Need to Hear

Personal Brand | Experiences and Successes

1 of 2

Inventive – Tapping the power of narrative for branding, marketing, strategic planning, sales, leadership, and culture development.

Core Value: Energize sales and profit of B2B brands and marketing by using stories and narrative tools to bring emotion, humanity, and true differentiation to B2B Brands.

Achieving Brand Leadership with the Emotional Trigger to More Sales

- Returned Dove Beauty Bar ads to simple essence: "Authentic Results, Authentically Delivered." Brought Dove back to testimonials with real women. Dove – now one of the largest selling bar soaps in the world. Recognition: American Marketing Association Effie Award; David Ogilvy Award for Creativity and Marketing Effectiveness.
- Reduced 5 separately targeted campaigns down to one umbrella campaign based on the universal 'loveable' appeal of Hershey's Kisses. Maintained volume and dollar share leadership in packaged candy. Turned Kisses 'charming' shape, foil, and flag into human characters. Result – increased sales year round. Recognition: Effie Award, David Ogilvy Award for creativity and sales effectiveness.
- Extended "Family Game Night" multi-media campaign for Hasbro Board Games. Recognition: Toy Marketing Association – Best Marketing, Advertising, & Marketing Campaign.
- Repositioned BusBoss transportation management software for school districts Focus: "Precious Cargo"— children inside the bus. CEO attributes 50% of BusBoss growth to new positioning.

Translating Cross Border Brands to Domestic Markets Successfully

- Led national expansion of Ferrero Rocher to all classes of trade; leveraged channel 'blueprint' developed for Costco Warehouse Stores. Created brand that exceeds \$100M in sales; still growing. Developed mini- boutique merchandising for W-Mart, leading to on-shelf distribution. Now the largest Rocher franchise globally. Rocher became a beachhead "praline" for Rond-Noir and Raffaello, which have also entered into the market nationally.
- Tested and expanded Nutella Hazelnut Spread in U.S. supermarkets based on price elasticity and positioning testing. Result – national expansion. Hazelnuts were initially a "foreign" taste to U.S. consumers. Passed \$200M in sales by 2014, now well on its way to \$300M driven by passionate US consumer acceptance.

Maintaining Market Leadership against Competitive Onslaught

- Maintained \$120M+ sales & share leadership for Tic Tac during introduction of power mints. Replaced aging campaign with "Breathe Friendly" tagline, accentuating its 'friendly' and 'shareable' characteristics.

New Product Development | Launch

- Led agency partnership with Hershey Inc; launched HUGS from Kisses Chocolates. Received Edison Award for outstanding new product development and market introduction.
- Led agency strategic communications planning, and execution for Reese's Nutrageous.

Inventive and Collaborative Approach to Business-to-Business and Non- Profit Marketing: Brand Story That Works

Created the Brand Story that Works; a collaborative and narrative process that offers a fresh approach to strategic brand positioning and marketing communications. Successfully repositioned multiple brands in the B2B space.

- Re-positioned and renamed a manufacturer of railroad engine parts to Miller Ingenuity, positioned as an inventive engineering firm. This 'platform' and messaging was successfully expanded beyond hard metal parts to embrace the fast growing safety segment of the railroad business. The company has since created an internal "Creation Station" and acquired an electronics firm, increasing sales and new products.
- Seized the fire prevention category high-ground for Keystone Fire Protection. Repositioned the brand with the tagline "Life Safety Made Simple". Avoided category clichés of "end-to-end solutions". Addressed facilities managers' biggest concern: the lives of the people in their building. Made their work easier by taking fire protection off their shoulders so they could focus on their business.
- Unified three separate brands in the Continuing Care Retirement Community under the Living Branches umbrella brand. The BrandStory process involved leadership, residents, and staff who rallied around an all-inclusive positioning: "Living Branches. Living and Growing Together".
- Re-branded and re-positioned Pennsylvania Institute of CPAs, an aging and membership declining franchise. New positioning, "Belong. Grow. Achieve" Result: + 38% increase in millennial client memberships over five years.

BRAND STORY DEVELOPMENT

1. BrandStory Audit

- Top-of-Mind Survey
- Perceptions/Associations
- Feelings/Images/Sounds
- Founding Story
- Core Story

2. BrandStory Inventory

- What works?
- Stop. Start. Keep.
- Competitive StoryScape

3. Brand Values I.D.

- "Brand IS ... Brand MEANS ..."
- Heart & Soul
- "Proof" Stories
- "On-Brand" Benchmark

4. Brand Story MarComm Guide

- Communications Objective
- Target Persona & Critical Turning Point of Need
- Desired Action
- Obstacles to Overcome
- Rewarding Experience Offered
- Reasons/Permission to Believe
- "On-Strategy" Benchmark

5. Brand Story Activation

- Brand Naming
- Tagline(s)
- Content for Web/digital media
- Traditional media: copy, scripts
- PR, Events, etc.

LEADERSHIP STORIES

1. Mission, Vision, Values
2. "Why Follow Me" Story
3. Absolute Truths
4. Personal Stories
5. Culture Stories
6. "Frodo" Reward Stories

Narrative Tool Kit

SELLING STORIES

1. Story "Logic" Selling Presentation
2. Customer Stories
3. Success Story: ABCD vs. case history
4. "Elevator" Conversation

NARRATIVE STRATEGY DEVELOPMENT

1. 3X3 Strategic Story

- A Complete Business Strategy in 9 Words!
- Brainstorm. Align. Act.
- Result: Get on "Same Page"

2. The Five D's of Your Highest Business Aspiration

- Define the Theme
- Discover Talents
- Dream What's Possible
- Design the Plan
- Destiny: Make it Happen

3. Scenario Planning

Single Scenario:

- Crisis/Opportunity
- Backstory (Situation Analysis)
- Climax in Action
- Resolution/Direction

Multiple Scenarios:

- Backstory
- Market Action
- Alternative Complications
- Alternative Endings
- Balanced Assessment
- Selection / Direction

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