

Areas of Expertise



Interim Chief
Marketing Officer

Marketing Strategy | Execution
| Team Development

Marketing Campaign Development & Management | Lead Generation

Digital Marketing | Inbound Marketing | Marketing Automation

Return On Investment Models | Tracking Results

Growth Accelerator Plan – Proprietary approach to marketing planning through audience identification model.

Industries

Healthcare, Telecommunications, Residential Security, Home Automation, Transportation, Supply Chain & Logistics, Professional Services, Technology, Senior Care, Call Centers, Financial Services

Positions Held

Founder, Chief Growth Officer, TABeil, LLC - helping businesses drive top line revenue through strategic marketing plans and execution.

Senior Vice President Marketing – My Alarm Center – an \$80 MM private equity backed residential security and home automation company

Vice President Marketing – FedEx Freight – a \$5B division of FedEx

National Marketing Director – Expanets, a division of Lucent Technologies - \$1B telecommunications provider

Education

M.B.A., Penn State University, Smeal Business College
B.S., Penn State University – graduated with distinction

Awards

- TMCA (Transportation Marketing and Communications Association) | **2008 Marketing Executive of the Year**
- Expanets **President's Advisory Council and Change Management Board**
- Lucent's **Global Vice President's Excellence Award**

Speaking Engagements

- Penn State Smeal Business College | “**Career Management & Executive Coaching**”
- Alliance For Women Entrepreneurs | “**Reaching & Maintaining the Competitive Edge**”
- Honeywell CONNECT & Electronic Security Expo | “**The Ideal Customer Experience**”
- SMC³ (Southern Motor Carriers) Conference | “**How the Roles of Supply Chain Partners are Changing**”
- American Marketing Association Tampa Bay Chapter | “**The FedEx Brand: Consistency in Change**”

Personal Brand | Experiences and Successes

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Organic Growth Champion – Strategy | Execution | Growth

Core value: I deliver strategic marketing plans and execution; bridging the gap between sales and marketing to deliver top line revenue.

Interim Chief Marketing Officer:

- A three month assignment with a third party logistics provider, to grow the business 15% within a six month period in non-traditional markets. Reporting to the CEO, the goal was met through development of customer acquisition and retention strategies, communications and integrated marketing programs.
- Interim Chief Marketing Officer ongoing consulting assignment for a residential and commercial security company. Hired to develop content management strategy, website redesign and lead generation programs for targeted trigger events, such as moving campaigns. Volume to the website increased YOY by 200%.
- A year-long full time Chief Marketing Officer consulting assignment for an executive coaching firm. Created content and messaging for seminars, *Career Search Roadmap*, for corporate and retail clients. Penetrated market by increasing awareness through new social media strategy and implemented Google analytics for tracking. Hired and reported directly to CEO during this tenure.

Marketing Campaign Development & Management | Lead Generation:

- Increased customer base by 42% through integrated campaigns including, launch of traditional media via TV ads focused for a trademarked home automation product, transit ads, radio, email, direct mail, and social media channels for the 7th largest home security company in the US.
- Created brand awareness of consumer security brand and generated more than 1100 leads/month through digital and social media strategies and consumer-to-consumer strategies in the home automation industry.
- Exceeded \$97M plan by additional \$32M in revenue growth for a \$5B LTL (less than truckload) company. Designed and executed a market segmentation strategy that was adopted across other company divisions.

Digital Marketing | Inbound Marketing | Marketing Automation:

- Increased website traffic by 52% with the redesign of consumer website and SEM/SEO/PPC, email campaigns and digital ads for an \$80 MM residential security company. Implemented Maketo to track all conversions and market intelligence via content development.
- Launched new Do It Yourself (DIY) home automation product line to penetrate fasted growing market segment in the security industry. Created brand presence, digital marketing strategy and tactics to drive top line revenue. Quickest launch to market and triple digit lead generation results.
- Produced an additional 200 average daily shipments for \$5B LTL (less than truckload) transportation company in a declining Canadian market via email coupon campaign.

Return On Investment Models | Tracking Results:

- Developed and implemented ROI model to track all conversions from website, integrated campaigns and product launches to determine overall customer creation cost for a private equity backed security company. This model was critical in securing financing for recurring monthly revenue business and validating new customer acquisition costs.
- Generated a 50:1 marketing ROI over a three year period for a \$5B North American LTL (less than truckload) company.

Growth Accelerator Plan:

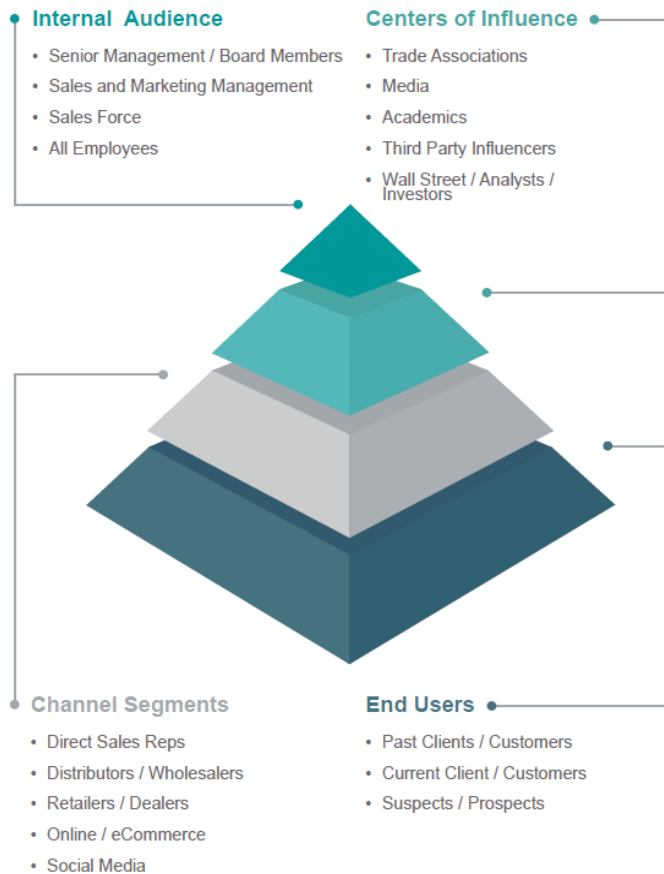
- Developed proprietary process to lead executive teams in the development of strategic and tactical marketing plans. This process includes business objective, client personas, competitive analysis, tactical plans, timeline, and road maps. The main component is the Audience Identification Model (AIM) to discover untapped markets.

Facilitated workshop for start-up service business targeting the eldercare market. This plan launched the company's overall strategy and later was considered for franchise expansion.

Facilitated Growth Accelerator Plan (GAP) workshop sessions to develop a strategic and tactical marketing plan for call center company, resulting in revealing new untapped niche markets for 3 – 5 year growth plan. The entire C suite team attended the workshop sessions helping to break down silos within the company.

Drafted and implemented communication strategy for a chemical synthesis company using the Audience Identification Model (AIM). Worked with executive team to develop communications to existing customer base to drive revenue growth plan in regional markets.

The Customer Journey In The Digital Age



The Audience Identification Model (AIM)

Effective marketing strategies consist of a hierarchy of strategic initiatives, built layer upon layer, all driving and (or) retaining revenue.

By identifying and understanding audience tiers, and their role in building your overall marketing effort, you effectively concentrate resources on optimal opportunities increasing revenue and market share – delivering sustainable competitive advantage.