

## SENIOR EXECUTIVE: MARKETING + SALES + OPERATIONS

- P&L
- Strategic Business Planning
- Globalization Strategy
- Executive Advisor
- Corporate Communications
- Marketing Strategy
- Customer Experience
- Brand Management
- Digital Media and Marketing
- Business Development
- Transformation, M&A Integration
- Sales, Service, Support, Ops

*Innovative and energetic leader, skilled communicator, adept negotiator experienced in growing businesses and building successful teams. Proven ability to analyze products, services, markets and growth opportunities, then introduce strategic and tactical solutions that deliver profitable results and increased market share. A trusted steward for investment capital and corporate budgeting, talent management, scaling businesses, creating operational leverage and globalization programs, as demonstrated through noted achievements and experience.*

### ACHIEVEMENTS

- ◆ **EXPANSIVE INDUSTRY EXPERIENCE:** Repeated success leading and implementing growth strategies across B2B and B2C industries, including professional services, consumer products, media, e-learning, localization, finance and technology.
- ◆ **GLOBAL C-LEVEL RESPONSIBILITY:** Chief Marketing Officer and EVP of Global Service Lines for \$220M+ professional services organization, supporting 21 global offices, 1,000 employees and a network community of 10,000+ vendors and freelancers.
- ◆ **BUSINESS UNIT FAST GROWTH:** Executive responsible for multiple business and service units within global services organization with total revenues of \$36M in 2016, surpassing revenue and growth targets by 2 and 3x in single year.
- ◆ **MARKETING EXECUTION:** Created new brand identities, M&A integration, built globalization programs, segmentation and propensity campaigns, retention programs and customer experience to support world's leading language services provider.
- ◆ **SALES AND MARKETING LEADERSHIP:** Lead corporate marketing and global sales operations for world's largest e-learning company, defining initiatives for revenue growth from \$134 million in 1999 to 2002 run rate of over \$300 million.
- ◆ **ACCELERATED GROWTH:** Headed up sales for computer training company, growing annual revenues from \$2 million to over \$60 million in five years. Established and managed outbound 200+ telesales reps who contributed 97% of total revenues.
- ◆ **TRUSTED ADVISOR:** Worked in partnership with 50+ CEOs of SMBs to define business plans, marketing strategies and sales initiatives through proprietary consulting practice providing outsourced CMO and CRO advisory services.

### DIRECT PROFESSIONAL EXPERIENCE

#### WELOCALIZE, Frederick, MD (Arizona)

2013 – 2017

##### → CMO and EVP, Global Service Lines

Chief Marketing Officer (CMO) of professional services company providing globalization services to Global 3000 companies. Executive team member responsible for global brand management, marketing strategy, new services launch and acceleration, business unit oversight, day-to-day operations of marketing and global sales support. Directly responsible for entire marketing landscape, including brand, acquisition integration, web, global sales support, product marketing, lead generation, international and online events, communications, creative, digital marketing, SEO, social media, marketing and sales automation, PR, customer satisfaction and retention campaigns. Welocalize provides localization and translation solutions in 175 languages, across all content types for world's top multinational industry leaders in consumer products, technology, manufacturing, learning, finance, travel, oil & gas, life sciences and legal. Direct P&L responsibility for global service lines. Report to CEO.

- ◆ Global brand and product marketing responsibility supporting worldwide sales and operations for \$220M business.
- ◆ Executive business unit owner for multilingual digital marketing agency acquisition and staffing services business supporting world's largest consumer and technology brands with hundreds of onsite linguistic and functional testing contractors.
- ◆ Built marketing and global sales support "engine" to deliver a wide range of marketing tactics for 4<sup>th</sup> largest language services provider in the US, 7<sup>th</sup> largest in the world, resulting in rapid growth from \$82M to \$220M+ in four years for the 20 year-old company.
- ◆ Set strategic marketing direction for past four years, targeting Fortune 500 organizations requiring language services to support their globalization business goals, including direct executive client engagement and strategic account management with world's top brands.

#### EMPOWHER, Scottsdale, AZ

2010 – 2012

##### → CMO and Executive Vice President of Sales

Top health and wellness media company (EmpowHER Media) and 3<sup>rd</sup> largest online site for women's health. Marketing and sales senior executive responsible for growth strategy, business development, strategic partnerships, client services, and all sales and marketing activities. Created direct sales to agencies and health providers, as well as ad network and strategic partner revenue model to maximize growth objectives. Developed market media solutions for brand marketers and global agencies, including digital media, content integration, brand awareness, advertising, lead generation, and custom publishing solutions. Day-to-day oversight of B2B and B2C marketing functions, including creative, social media, communications, PR, events, advertising, SEO, SEM, traffic and audience. Clients and partners included publishers, syndication and ad networks, big media, agencies, hospitals, consumer brands, OTC, CPG, pharmaceutical and medical device companies. Created and managed advisory boards. Reported to Founder, Chair and CEO.

- ◆ Sold media placement and advertising services to top brand agencies in New York and Los Angeles.
- ◆ Created sales team and created media solutions for top hospitals and health service providers in the US.
- ◆ Worked with executives to create pitch strategy for raising capital and established key partnerships with other online media companies.

**HOT STIX GOLF, Scottsdale, AZ - Sold by Investors****2006 - 2007**→ **Vice President, Marketing (Consultant)**

Senior management executive positioned in organization to build infrastructure, operations and general marketing practices for world's leader in custom fitting. Entered business via venture capital firm, StormWind Ventures, to help develop business strategies and implement programs to rapidly grow revenues for multiple ROI. Defined retail, mobile and technologies business unit marketing plans and deliverables to achieve growth. Built sales and marketing foundation for customer service and inside sales, customer retention, VIP programs, communications, subscription services, collateral, brand identity, web design, target marketing, partner and alliance programs, media relations and PR. In nine months, doubled revenues and established leadership position with national recognition through multiple media channels and recognized sources such as Sports Illustrated, Golf Channel, and NBC Sports. Reported to CEO and Chairman.

- ◆ Doubled revenue in nine months through sales and marketing programs
- ◆ Built client services, sales and marketing infrastructure to drive awareness and increase revenues, including support of partnerships with all major golf equipment manufacturers and distribution retail outlets
- ◆ Managed marketing and media for all events and promotions, including PGA professional and celebrity tournaments, as well as created hosted in-store programs for pros, Fortune 500 CEOs and world business leaders.

**THOMSON REUTERS (NETG), Formerly KNOWLEDGENET, Scottsdale, AZ - Sold to Skillsoft****2004 – 2005**→ **Vice President, Customer Support and Sales Operations**

Member of the executive management team with responsibilities for management of customer facing and support personnel for Thomson Reuters' e-Learning company. Managed operations including customer service, product technical support, learning consulting, sales operations and technical service engineering for largest learning library and learning management system deployed in global businesses and enterprises. Reported to CEO.

- ◆ Managed team of 100+ members in pre- and post-support, in pursuit of exceeding organizations vision and goals.
- ◆ Developed infrastructure to support and manage teams, focused on the integration of the two entities post-merger.
- ◆ Leadership role in developing transition plans for integration of two organizations, with focus on migrating customers to new technologies, education on current products and services, defining standards and practices for internal and external customer support and creating infrastructure to support a large-scale enterprise learning solutions.

→ **Vice President, Marketing (KnowledgeNet) – Sold to Thomson Reuters (NETg)**

Oversaw all KnowledgeNet's marketing efforts, to grow the stature and brand identity of the company. Manage and define activities including corporate communications and PR, branding, lead generation, creative services, web sites and sales operations for fastest growing e-learning provider. Joined executive management team by request of CEO (formerly Mastering Computers) to prepare for potential merger or acquisition. Responsible for targeting customer and market research strategies, initiating marketing programs, creating sales and product promotions to prospects and touch-based marketing to customer-base.

- ◆ Executed against defined corporate objectives by implementing solutions that significantly increased market share and revenues, including product, customer and target marketing programs.

**DESERT DOCUMENT SERVICES, INC., Tempe, AZ - Sold to Walter Kluwer****2003 – 2004**→ **Executive Vice President, Sales and Marketing**

Contributed to growing mortgage technology organization serving the financial industry with direct responsibility of all revenues related activities, including market definition, business development, partner programs and strategic positioning. Provided business planning, public relations, branding, sales, demand generated marketing initiatives and strategic relationship management to promote company as leader of web-based technology providing mortgage document solutions to world's largest financial institutions. Reported to CEO/Owner.

- ◆ Initiative to launch e-closing documents in mortgage industry and for large banks, streamlining the closing process for home owners.
- ◆ Participated in innovation summits and client opportunities to move to paperless and secured document process.
- ◆ Managed all day-to-day operations for sales and marketing, including large banks, mortgage and title companies, and broker groups.

**SMARTFORCE, now SKILLSOFT, Scottsdale, AZ****1999 – 2003**→ **Vice President, Corporate Marketing and Global Sales Operations**

Complete responsibility for global sales operations and marketing for international business. Part of transformation from computer-based training to e-Learning industry, including the launch of the first enterprise learning management system (LMS) to support the largest learning library in the world. Planned and administered multi-million dollar marketing budget. Oversight of 40+ marketing personnel creating web sites, customer and partner programs, lead generation, corporate communications, Siebel CRM, product marketing, sales tools and resources. Managed infrastructure for all customer-facing employees to maximize performance and exceed revenue forecasts through channel and direct sales. Created channel and partner sales support organization.

- ◆ Provided the vision and leadership that averaged 30% annual growth, driving company for \$134 million in annual revenues in 1999 to \$261 million in 2001 and run rate in 2002 to over \$300+ million.
- ◆ Developed and implemented sales and marketing strategies, plus defined channel marketing and support programs for over 50 resellers and partners that achieved 120% of revenue goal each year.
- ◆ Established intranet initiative to provide global sales, services and support organizations of 800 customer-facing employees with all required sales tools and resources.
- ◆ Created and managed complete branding campaign focused on results and complete learning solutions, including new collateral materials, new web site, advertisements, direct marketing campaigns, lead generation programs, customer case studies, sales tools, customer newsletter and customer support programs.

**MASTERING COMPUTERS, later merged with [COMPUTER ASSOCIATES](#), Scottsdale, AZ****1992 – 1997**→ **Senior Vice President of Sales**

Complete responsibility for direct customer marketing, telesales, and call center operations. Oversight of inside sales operations with more than 250 personnel, including management team of 3 Vice President's of Telesales, Trainers, Special Project Managers and Sales Managers. In 1996, company was sold to via Lake Capital for investment to take public prep for acquisition by Platinum Technologies, a transaction valued at \$225M. The company was then acquired by Computer Associations. Reported to President and Founder.

- ◆ Played critical role in driving company's explosive growth, leading to a successful acquisition.
- ◆ Increased annual revenues from \$2 million to over \$60 million in just 5 years, transforming traveling computer seminar business into a leader in IT training solutions with over 100,000 students from established client roster of industry leading organizations.
- ◆ Created and managed outbound telesales operation that contributed to 97% of total corporate revenues.
- ◆ Grew sales force from 3 employees to over 250 sales and support professionals.

**[FIDELITY INVESTMENTS](#), Salt Lake City, UT****1986 – 1991**→ **Call Center Customer Service, Sales and Trading Manager (Broker)**

Licensed 6, 63, 7 broker. Manager of customer service and investment trading representatives for world's largest mutual fund company.

**CONSULTING EXPERIENCE****[ARTFUL THINKERS](#), Chandler, AZ****1997 – PRESENT**→ **President, CMO and Founder**

Outsourced Chief Marketing Officer (CMO) and sales consulting practice, providing more than 50 CEO's and business owners with strategic and tactical business solutions, including executive leadership coaching, strategy and planning, business development, capital fundraising, market expansion and acceleration, sales, marketing and operations management. Tactical services include business planning, marketing campaigns, branding, transformation, creative solutions, web and SEO, public relations, social media, PPC, sales training, customer experience programs, leadership development, sales support, call center management, sales automation and lead generation. Clients include B2B, B2C and professional services in various industries from technology to media. Clients include learning, health and media companies, SaaS and BI providers, legal services, auto dealers, professional services and BPOs, investment advisor group, technology and consumer manufacturers.

- ◆ Assisted high-tech company to achieve 160% growth in average daily sales in just two months.
- ◆ Designed outbound marketing program for start-up organization, later sold to global technology company.
- ◆ Defined improved cost metrics, reducing expenses 38% for multi-million-dollar sales division.
- ◆ Created sales training delivered to national companies, including: Grand Canyon University, Marketwired, Mesa Community College.
- ◆ Developed advisory board managed services for CEOs and senior executive "C-suite" leaders to assist business owners in Arizona.

**ASSOCIATIONS + VOLUNTEER ACTIVITIES**

- **Founder of Arizona Leading Ladies** (Women's CEO and Executive Network)
- **Brand2Global 2017**, Event Advisory Council
- **Girls in Tech PHX**, Advisory Member
- **Founded Arizona's Innovation Summit for Entrepreneurs and Investors**, partnered with Arizona Commerce Authority (2013-2014)
- **Administrator and Advisor**, Finding My Shoes charity for homeless
- **Speaker** at ASU Business School, Phoenix Green Chamber, SkySong, ASU Polytechnic (Engineering), Seed Spot, SCORE, pitch and investment challenges, and various business and networking organizations in Arizona
- **Contributing Editor**, Project Eve [www.projecteve.com](http://www.projecteve.com)

**BOARDS + ADVISORY SERVICES**

- **Marketing Services Partner, CKS Consulting** (CKS Advisors, Equity Consultants)
- **Board Member and Advisor**, Pepped UP! Charity for children with cancer
- **Founding Partner, Advisory Board Architects Arizona** (2010-2012)
- **Founding Board Member, Program Chair and Executive Marketing Committee Chair** (6 years) – MIT Enterprise Forum Phoenix
- **Advisory Board Member**, Traklight
- **Advisory Board**, Women Investing in Women
- **Advisory Board and Contributor**, Outcome Management Institute (OMI)
- **Advisor**, Propel Arizona – Arizona's first crowdfunding platform
- **Marketing Advisor**, +swappow, early launch of non-profit

**EDUCATION**

BS, Mass Communications / Public Relations, University of Utah