
Inventor & U.S. Patent holder #10,260,846,B1. | Marketing & Sales Awards: Strategy Into Action Excellence Award
• Global Marketing Excellence Award • Growth Champion Award • Cerbelli Hot List Entertainment Award

Brand marketing leader with a 25+ year progressive career in transforming organizations from just product-focus to building brand architectures and integrated marketing campaigns from the ground up to deliver invaluable customer experiences using state-of-the-art technologies to solve problems with scale and stability. Passionate brand builder with deep knowledge in consumer trends and experience bringing the purchase journey to life through compelling campaigns and touchpoint experiences across the digital ecosystem, media, product, communications, and customer service. Exceptional ability to communicate company vision and build high-performing marketing teams that close the gap between strategy and execution, resulting in purposeful brands, increased awareness, engagement, and profitable results.

- SKILLS**
- Brand Architecture & Strategy Development
 - Data Analysis & CRO Optimizations
 - Integrated Marketing Campaign Design
 - Attribution Modeling & Demand Generation
 - Marketing Technology Systems
 - Diverse Marketing Agencies Management
 - Cross-Functional Team Leader
 - P&L Leadership

EXPERIENCE

2020-2021 **PASS IT DOWN, INC.** cloud-based SaaS company **Greenville, SC**

5/20-current **Chief Growth Officer, Marketing & Sales**
Responsible for developing brand architecture, strategy, and executing growth marketing and sales plans to meet annual business goals for Pass It Down's two brands while working closely with the CEO, Product Development, Customer Service and Finance to deliver invaluable experiences for customers and profitable growth for the company.

- Responsible for annual planning and execution of all marketing materials and activities designed to drive top of funnel brand awareness, engagement and lead generation for sales while analyzing data using Google Analytics, HotJar, Adwords, Serpstat, and Datastudio to improve conversion rate optimizations in key brand channels.
- Upgraded the brand architecture and style guide for the Pass It Down brand and developed and launched a new brand, SportsStory, for the sports customer segment.
- Increased new customers and annual recurring revenue (ARR) in one year by +260% and +176%, respectively.
- Responsible for building and operating two separate brand websites including implementation of all e-commerce capabilities, SEO/SEM optimization, UEX improvements, digital advertising, and webform automation between all CRM platforms.
- Deployed a full service NFT crypto-art and marketplace management offer, to include all marketing and sales materials, designed to help customers monetize their corporate archives and collections.
- Designed and built the company's first Sales Department and Customer Success Department to include sales development reps, account managers, and customer success managers; as well as compensation plans, training materials, and the sales technology stack and CRM platforms.
- P&L responsibility to grow revenue, profits and manage operating expenses including annual budgets and monthly forecasts.

2019 **SERTA SIMMONS BEDDING** global sleep company **Atlanta, GA**

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 a long-term portfolio growth strategy with an expanded product range from a super-luxury line to a value line to sustain market leadership and further 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.
- 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.

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

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

- Awarded the Michael Cerbelli "Hot List Award" as a top 10 most innovative entertainment company of 2018 by the internationally recognized New York Cerbelli Design 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.
- Designed, tested, and secured a DOT CFR Title 49 – 178.503, UN 4G/Y30/S custom package with a BMC certified seal to ship dangerous goods and explosives under IMDG, ICAO/IATA, and UN regulations.

2010-2018 **MICHELIN** global automotive company3/14 - 2/18 **North American Senior Group Marketing Director**

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 new product development, strategic pricing, annual planning, high-impact creative marketing materials and content, digital media planning, website UE/UX development, and business intelligence on performance.

- 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.

4/10 - 3/14 **Senior Director, Consumer Experience Marketing**

Leadership role over Michelin's largest cross-functional marketing department 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.

- 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.

2002-2010 **UNILEVER** global consumer products company8/08 - 4/10 **Senior Brand Manager – Spreads & Dressings**

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.

- 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.

3/7 - 8/08	Senior Brand Manager – Lawry’s Foods	Englewood Cliffs, NJ
	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.	
	<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. 	
2005-2007	Senior Shopper Marketing Team Leader – Unilever all brands	Los Angeles, CA
	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.	
2002-2005	Unilever Customer Marketing Manager – Unilever all brands	Los Angeles, CA
	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.	
2000-2002	FLAIR COMMUNICATIONS AGENCY marketing strategy and communications agency <i>Agency-Client Account Supervisor</i>	Los Angeles, CA
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1996-2000	NEWS CORP Rupert Murdoch’s global media company <i>Sales Director</i> <i>Regional Trade Marketing Manager</i>	Minneapolis, MN Chicago, IL
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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

- Greenville Cancer Survivors Park – digital marketing, content producer, communications.
- Michelin Small Business Development Program: marketing consultant providing strategic planning and best practices to small business startups in South Carolina.
- Greenville County South Carolina Humane Society & Habitat for Humanity – monthly
- Member: Association of National Advertisers, Inc., Member: America Marketing Association.

SOFTWARE & APPS PROFICIENCY:

G Suite Business Solutions, MS Office, Asana, Slack, Canva, MailChimp, PhotoShop, Google Analytics, Google Data Studio, Google Tag Manage, SurveyMonkey, Serpstat SEO, HotJar Analytics, Copper CRM, Zoho CRM, Apollo CRM, SalesFlare CRM, Webflow, WordPress, Wix, SquareSpace, Shopify, Stripe, Square, Outseta, Intercom, Bitly, Buffer, Hootsuite, CloudApp, Crowdcast, Zapier, iMovie, Figma, Typeform, Wufoo, Quip, Rotato, PivotalTracker, Cloudinary, Camtasia, Gitlab, AWS, Moqups, Rocketium.