

## Director/VP Marketing

Marketing Strategist • Product/Margin Expansion • Analytic Proficiency • Execution  
New Business Acquisition • Financial Acumen • Collaborative Relationship Builder

As a senior marketing professional with **tens of millions in incremental annual sales impact**, I have built a powerful reputation for being proficient in developing strategic marketing plans as well as bringing complex product development projects to market. I have over fifteen years of marketing and sales experience as an **analytic thinker who initiates ideas and processes that grow organizations, while working successfully to identify opportunities to reduce costs**. I have worked for both smaller (<\$100M revenues) and larger companies (>\$1 Billion) in various roles from being in charge of product categories, customer facing marketing, sales account management, and performing marketing research. I inspire loyal team members, customers, and cross-functional partners by being transparent and fostering open collaboration. *If you want to position your company for growth and you need an analytical clear thinker and a strategic leader to maximize performance, let's have a conversation about how I can help you achieve your next level of success.*

- **Creating Marketing Strategies Driving Impressive Growth**
- **Business Turnaround Acumen**
- **Product Launch Expertise**

**Key Skills:** Analytically derive clear marketing strategies • Strong executive presence with solid skills managing multiple & complex teams and initiatives • Financial acumen in deploying marketing tactics with the largest ROI • Guide customers through complex sales cycles through clear communication.

**Bachelor of Science, Applied Sciences in Engineering (Packaging)**, Rutgers University, New Brunswick, NJ  
**Master of Business Administration, Major: Marketing, Minor: Finance**, Indiana University, Bloomington, IN

### SELECTED ACCOMPLISHMENTS

**Creating Marketing Strategies** – Selected member of Corporate Strategy team which was tasked with championing innovation and developing business from new customers. Developed marketing strategy and implementation plan to introduce cutting edge technology to a new market. Focused and niched strategy has **brought in \$1 million in incremental sales during the first few months of launch**.

**Business Turnaround** – Took over for a faltering product category and **improved margins by 15% and increased sales by 2%**. Analyzed product volumes, profitability, strategic fit and **reduced the number of products by 34%**. Worked closely with customers in having them change over to more profitable products. Developed a focused go-to-market strategy for the sales team to focus on specific channels.

**Product Launch** – Used fact-based insights to develop an innovative product. **Incremental sales of \$3 million**. Led a cross-functional team in product development from idea conception in market research, to developing customer-preferred product and packaging, to launching with the sales team and customers.

### CAREER SUMMARY

<b>Category Marketing Leader</b>	Brill/CSM, Tucker GA 2014-Present
<b>Sales National Account Manager</b>	
<b>Senior Customer Marketing Manager</b>	
<b>Manager, Market Research &amp; Analysis</b>	Alcoa Building and Construction, Norcross, GA 2012-2014
<b>Consumer Insights Manager</b>	Brill/CSM, Tucker GA 2010-2012
<b>Director of Client Solutions</b>	Information Resources, Inc., Fort Washington, PA 2007-2009
<b>Director of Customer Planning</b>	Plaid Enterprises, Norcross, GA 2000-2007