

## Strategic Marketing Executive

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**Marketing strategist, innovator, and tactical leader of enterprise-wide initiatives that build brand value and result in sustainable, profitable growth.**

Driver and champion of transformational programs—able to gain executive sponsorship, build internal support at all levels, and create cross-functional project teams that deliver exceptional results. Expert in aligning strategy with organizational vision/goals and interpreting the voice of the customer through enhanced customer insight and knowledge management.

Proven professional with a strong record of results in diverse industries—financial services, healthcare/insurance, professional services, and packaged goods—both business-to-business and consumer.

### Areas of Expertise

- Strategic Planning
- Consulting
- Market Research
- Product Development
- Market Segmentation
- Branding
- Advertising
- Direct Marketing
- CRM
- Customer Satisfaction
- Project Management
- Strategic Alliances

## Career Highlights

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- **Smythe Associates:** Delivered a branding and communications redesign that established progressive image and positioned firm for accelerated expansion in strategic market segments.
- **Pioneer Health Services:** Transitioned business division from risk-avoidance to risk-management strategy, introducing new product portfolios that drove sales up 50% and market share 40% in just 2 years.
- **Fifth Third Bank, Procter & Gamble:** Improved sales, profitability, and market share through creative marketing and new product initiatives focused on strategic goals and the bottom line.

## Professional Experience

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SMYTHE ASSOCIATES, Cincinnati, OH (*\$50 million revenue, top-35 accounting and consulting firm*), 2004–2007  
**VICE PRESIDENT, DIRECTOR OF MARKETING**

**Transformed marketing strategy for traditional services organization, creating a more dynamic, market-driven firm targeting business for sustainable growth.** Established, staffed, and directed 8-person marketing and communications team during rapid growth, merger activity, and diversification. Supported 15 offices, 6 lines of business, and 5 affiliate companies.

- **Revitalized corporate branding and communications** and created a cohesive, integrated image supported by tag line, website, newsletter, and all corporate communications.
  - New website awarded “National Top 5” ranking for regional firms by Professional Services Monitor.
  - Newsletter became a powerful lead generator, averaging 5 leads per issue on featured services.
  - Tag line became litmus test for communications, proposals, client reports, staff evaluations, and hiring profiles.
  - Firm was positioned as a major regional force on par with national employers in its industry, attracting both experienced recruits and new college grads.
- **Ignited stalled business development** through strategy to improve lead development and consultative selling skills of partners and managers.
  - Produced more than \$60K in ongoing new annuity and project revenue in just 3 months, realizing a 300% ROI.
  - Program won the top national award from the Association of Accounting Marketing.
- **Initiated, developed, and sold partners on a major \$350K CRM initiative** that captured immediate \$15K savings in marketing mailing costs, created benchmarks for marketing performance, and established targets for growth.

PIONEER HEALTH SERVICES, Covington, KY (*\$100M start-up division of \$2B insurance/healthcare services firm*), 2000–2004  
**CHIEF MARKETING OFFICER**

**Drove shift in business and marketing strategy from risk-avoidance to risk-management, transforming division and ultimately impacting the entire marketplace.** Built a 20-person organization, comprising marketing, telemarketing, R&D, communications, and legal compliance, to create and implement total marketing program for newly merged \$100M division.

- **Revamped product portfolios to improve market position and profitability.**
  - Surpassed aggressive first-year goals for sales and profits by 50%.
  - Increased market share 4 points in 2 years.
  - Doubled broker channel business to 30% in most profitable customer segment.
  - Achieved 15% ROI for direct-response advertising.
  - Reclaimed market dominance, growing share from 45% to 50% in 3 years.
  - Increased share of most profitable customer segment to 60%.
- **Defined service excellence, created powerful management tools, drove up scores and drove down costs.**
  - Improved customer satisfaction on all key measures from upper 80s to low/mid 90s.
  - Lowered unit costs 14% over 3 years even though staff increased.
  - Created a practical management tool that was used to define strategies and improvement initiatives.

FIFTH THIRD BANK, Cincinnati, OH, 1998–2000

**ASSISTANT VICE PRESIDENT 1999–2000 • PRODUCT MANAGER 1998–1999**

**Brought on board to manage \$43M transaction account portfolio.** Held P&L responsibility; managed channel and product development, advertising, promotions, and sales training; supervised 4-member team. Promoted after 6 months.

- Improved product profitability 10% through a new pricing strategy while remaining competitive.
- Reversed declining market-share trend in only 9 months by returning to traditional benefits-based lifestyle advertising.

PROCTER & GAMBLE, Cincinnati, OH, 1995–2000

**ASSISTANT BRAND MANAGER—PAMPERS 1997–2000 • BRAND ASSISTANT—TIDE 1995–1997**

**Advanced rapidly through classic marketing roles with one of the world's most successful consumer goods companies.** Managed consumer and trade advertising, promotion, packaging, product development, and test-market activities.

## Education / Professional Development / Affiliations

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**MBA**, Xavier University, Cincinnati, OH

**BS**, Political Science and Business; The Ohio State University, Columbus, OH

American Marketing Association • Association of Accounting Marketing