

Senior Marketing, Brand and Communications Strategist and Business Executive with proven leadership in complex environments and an outstanding record of success in meeting aggressive growth goals through integrated marketing strategies including brand, digital, direct response, analytics and communications. Utilizes deep experience in corporate, growth, start-up, entrepreneurial and agency environments to drive strategic planning, innovation, brand positioning, customer acquisition and revenue in highly competitive markets. Strong leadership, team building, collaboration, management and communications skills. Industry strengths include automotive, insurance, financial services, technology, not-for-profit, real estate and consumer products.

COMPETENCIES

- VP Marketing/Brand/Communications
- Outperform Revenue/Business Goals
- Dynamic Leader/Complex Environments
- Business/Strategic Plan Development
- B2B and B2C Customer Acquisition
- Marketing Organization Development
- Integrated Marketing Execution
- Digital Marketing/Content Strategies
- New Market Launch/Development
- Segmentation and Analytics
- Hispanic Market Expertise
- Innovation/Technology/Financial

SELECTED ACCOMPLISHMENTS

- As VP Marketing for AAA Arizona outperformed business and revenue goals consistently with strong internal partnerships, deep understanding of the business, marketplace insights, and the execution of results-driven marketing plans and strategies.
 - Top line club revenue increased each year from \$75M to over \$125M with positive year-over-year performance in all business lines including insurance, membership, travel and auto repair.
 - Managed marketing investment below budget each year while improving marketing costs as a percentage of revenue.
- Directed unique fee-based web and digital service business for nine AAA clubs, which represented \$65M in total revenue in 2016 from membership, travel and auto/home insurance alone while also offsetting overall digital costs for AAA Arizona.
- Launched a multi-media campaign that improved AAA Insurance awareness from 14% to 34% and contributed to more than 7% annual revenue growth in this competitive industry, as well as improved membership growth and retention.
- Developed and led the club's Hispanic Growth Strategy to increase market awareness and penetration resulting in new digital capabilities and Hispanic member acquisitions of more than three times the rate of overall membership growth.
 - New digital marketing programs propelled an 11.7% year-over-year increase in acquisitions while Hispanic member penetration improved to 9.12% and overall awareness in the Hispanic community increased from 75% to 83%.
- Revitalized *Highroads*, the AAA magazine, dramatically improving readership from 27th to 1st among AAA magazines and strengthened the *Highroads* brand with new social and digital strategies as well as an Emmy® Award-winning TV show.
 - Collaborated with magazine staff to set new goals and innovate to improve quality, readership, and engagement.
- Created a diversified acquisition strategy, reducing the reliance on direct mail and lowering the overall cost of acquisition through extended analysis, innovation, and testing of new marketing channels and tactics including print and digital.
- For technology start-up Viewics, introduced a new product at MultiMediaCom and PC Expo in New York including press relations, website, packaging, promotions, and market and customer research – all with limited budget and tight timeframe.
- Directed Investor Relations as VP Marketing for Peerless Group, a venture-funded spin-off of Electronic Data Systems (EDS) and one of Dallas' Top 50 Fastest-Growing High Tech Companies, in a successful public offering.

EXPERIENCE

AAA Arizona, Phoenix, Arizona

2008 – Present

Membership organization delivering roadside, insurance, financial, travel, discounts and other benefits

Vice President, Marketing

Reporting to the President and CEO, direct all aspects of marketing including brand strategy, revenue generation, digital, direct response, database analytics, and publishing for all club business lines. Develop results-driven integrated marketing plans to meet club and business line strategic plans and goals. Manage staff of 30+ professionals and \$10M budget.

- Increased total members from 790,000 to 925,000 while overall club revenue increased each year to \$125M.
- Launched an integrated content strategy to align with business goals, streamline workflow processes and enhance the member experience with greater engagement in print and all digital channels.
 - Earned 117% increase in website viewers, 29% increase in pageviews, and more than doubled Facebook fans.
- Direct virtual web and digital services team serving nine clubs, 4.2 million members and earning \$65M in revenues.
- Developed a center of excellence for marketing analytics for three other AAA clubs to share member insights, marketing models, segmentation, and reporting. Earn high satisfaction ratings while enhancing AAA Arizona's capabilities.
- Based on record of innovation, selected for ACP teams addressing member growth, telematics, digital and publishing.

Off Madison Ave, Tempe, Arizona

2004 – 2008

A privately held, full-service marketing and advertising agency serving regional and national clients

Vice President and Director, Marketing Strategy and Research, 2007 – 2008

Vice President and Director, Marketing Services, 2004 – 2007

Consulted with established and start-up clients in the areas of marketing planning and strategy, market analysis and research, brand management, traditional and online advertising, digital strategies, public relations and communications. Reporting to the CEO, directed ongoing account and agency growth strategies. Industry experience included financial services, automotive, restaurants, not-for-profit, biotech, consumer products, real estate and industrial services.

- Developed results-driven, integrated marketing plans based on consumer insights for new and existing products/brands
- Directed major new business pitches and all major integrated proposals, acquiring major new clients including Arizona Federal Credit Union, Leading Edge and Ace Asphalt of Arizona.

NextStudent Inc., Phoenix, Arizona

2003 – 2004

A privately held, national education funding company with direct-to-consumer and school channels

Senior Vice President, Sales and Marketing, 2004

Vice President, Marketing, 2003

Reporting to the President and CEO, directed all direct-to-consumer marketing, business development, sales and call center activities, representing a combined staff of 65, for this industry newcomer funded by entrepreneurial family of investors.

- Established NextStudent as a major national brand with traditional and digital marketing, as well as public relations.
- Reduced cost-per-lead for direct mail by 30% and developed lower-cost digital programs that grew to contribute over 50% of all leads.
- Increased website traffic and leads by 600% with a variety of digital and traditional marketing programs.

Encompass Strategic Marketing, Inc., Scottsdale, Arizona

2000 – 2003

A marketing consulting firm specializing in technology and financial services

Principal/Owner

Directed strategic marketing and business development in the financial and technology industries for clients including Brink's U.S. and Omron Transaction Systems, as well as a number of technology start-ups including Viewics Corporation.

- Developed and executed a comprehensive marketing campaign for a well-established financial services client marketing a security service to the restaurant industry, which resulted in a 54% increase in sales.

KPMG, LLP, Dallas, Texas

1998 – 2000

A global professional services firm offering audit, tax and advisory services in 145 countries

Senior Director, Marketing, Southwest Area

Directed all regional marketing activities including advertising, public relations, events, database marketing, product marketing, and community and alumni relations for the firm's six-state Southwest Region. Managed staff of 14 professionals.

- Increased revenues by 20% (assurance, tax and consulting) while reducing marketing costs as percentage of revenue.
- Developed two new programs that became best practices for the firm, the Financial Leadership Series and the Southwest Sales Line, furthering cross-functional integration of business development as the firm pioneered a sales culture.
- Inherited a team struggling with organizational changes and developed a successful, integrated marketing team.

PRIOR MARKETING LEADERSHIP EXPERIENCE

Reported to the CEO as VP Marketing for both Peerless Group, a \$27M venture-funded spin-off of Electronic Data Systems (EDS), and International Banking Technologies (IBT), the largest provider of supermarket banking programs in the U.S. and Canada. Began career as Account Executive for The Richards Group, an acclaimed, full-service advertising agency.

EDUCATION

The University of Texas at Austin

Bachelor of Science in Advertising, Magna Cum Laude Graduate

Master of Business Administration Program (Completed 36 of 66 Semester Hours)