
Executive Vice President Marketing & Sales

A visionary marketing and sales executive with extensive B2B & B2C experience and exceptional record growing products, divisions, companies, and profits through inspired leadership, innovative strategic processes, integrated online/offline marketing executions, and dynamic sales team management.

P&L Responsibility
ROI Maximization
Sales Management

Demand Generation
Digital/Offline Expertise
Partnerships/Alliances

Strategic Planning
Brand Stewardship
Corporate Leadership

Career Highlights

- **Developed** integrated online/offline marketing strategies that produced spectacular results:
 - Hewlett Packard (Mercury Interactive) - created nearly \$200 million in new sales over three years
 - The Chicago Board Options Exchange (CBOE) - grew worldwide volume 101%
 - MCI - generated more than 2.6 million new customers
 - Zurich Kemper - money market fund exceeded \$1 billion in deposits in less than 12 months
 - iPass – achieved 31% response rates
- **Contributed** significantly to organizational revenue growth throughout my career:
 - Rapp Dallas – 422% revenue growth
 - Rapp Chicago – 590% (includes revenues generated for Dallas office) revenue growth
 - Polestar – 1,307% revenue growth
 - Protocol – 133% revenue growth
- **Delivered** B2B/B2C demand generation, up-sell/cross-sell campaigns that drove sales, enhanced lifetime value, and improved ROI:
 - ADP – Grew qualified leads 64%, 16:1 ROI
 - Xerox – delivered acquisition/cultivation campaigns that achieved a 23:1 ROI
 - Hyatt – launched Hyatt Gold Passport, eventually accounted for 76% of all corporate revenue
 - Travelocity Business – grew the number of “A” scored leads 39%
 - Other clients included, Microsoft, Southwestern Bell, iPass, HP, CCC, American Express, Abbott Labs, Microsoft, Duke Energy, FTI, Humana, Diamond Aircraft, IBM, Household Bank, Shell Energy, Platinum Technology, to name a few
- **Led** Rapp Collins North American sales team:
 - Part of the largest digital/direct response agency in the world
 - Six offices, more than \$900 million in annualized billings
 - Team totaled 23 employees, more than 53 RFP presentations
- **Implemented** CRM and marketing database applications through SaaS solutions for world-class organizations.
 - CRM clients included: Hyatt Hotels, Continental Airlines, Air France, South African Airways, HP, iPass, Travelocity Business, The Ritz-Carlton, Shell Oil, Alcatel, Mexicana, American Express and MCI
- **Exceeded** Consumer Packaged Goods (CPG) client expectations for revenue generation programs:
 - Kimberly-Clark – lifetime value strategic development programs across all brands
 - Mead Johnson – direct-to-consumer up-sell/cross-sell, launched database, improved sales 24%
 - Peapod Grocers – new customer trial campaigns, improved trial 36%
 - Buena Vista Home Video – cross-sell, grew repeat purchases 29%
 - The Container Store – up-sell/cross-sell, moved repeat sales 38%

Professional Experience

CI ADVERTISING & CONSULTING, Denver, CO & Indianapolis, IN, 2010 to present
Start-up Digital Advertising/Consulting Agency

President

- Responsible for P&L, operations, new business, and client strategic development
- Clients include: At Last Fulfillment, Central Indiana Community Foundation CICF, Williams for Indiana Mayoral campaign, Stratmark

DRG WORLDWIDE, Denver, CO, 2006 – 2010

Start-up Digital 1:1 Marketing Firm

President

- Launched new B2B/B2C agency from ground floor for *Star/MarketStar Omnicom* joint venture. Assets later acquired by *BMohr Ventures* and re-launched as DRG Worldwide.
- Responsibilities included: P&L, new business development, all personnel decisions, database and new technology team development.
- Generated a 17:1 ROI for Diamond Aircraft through integrated digital/direct campaigns. .
- Developed lead generation campaigns for The Ritz-Carlton Members Club Sarasota, that produced the best results ever achieved, through integrated digital/direct/offline campaigns.
- Earned 3 NEDMA awards for creative and marketing excellence.
- Clients included: The Ritz-Carlton, American Express, Diamond Aircraft, Microsoft, Hewlett Packard, Cushman & Wakefield, WMSG, and Kimberly-Clark.

PROTOCOL MARKETING GROUP, Denver, CO & Deerfield, IL, 2003 – 2006

Privately Held Marketing Services Firm, 20 Offices In The U.S.

Chief Strategy Officer

- Launched and developed B2B/B2C strategic agency practice that repositioned and elevated the brand.
- Delivered \$39 million in new capitalized agency billings significantly improving operating margins.
- Improved annual worldwide sales 41% for iPass, a domestic and international communications provider, through global demand generation strategies.
- Earned 5 industry including Echo Awards for Mercury and iPass, for performance and creative excellence.
- Acquired new marquee clients: Shell Oil, Mercury Interactive (Hewlett Packard), Aspect Communications, CCC Information Systems, UPS, Alcatel, BMC Software, Nextira One, Oracle, The Ritz-Carlton, Travelocity, iPass, ADP, FTI, and American Express.

POLESTAR MARKETING GROUP, Denver and Telluride, CO, 2000 – 2003

Privately Held Digital Marketing Firm

Owner/President

- Grew revenues 1,130%.
- Delivered 14:1 ROI for Silver Bear Lodge via integrated online/offline campaigns.
- Increased New World Health sales 400% through infomercials and other targeted marketing programs.
- Radically grew client base with quality regional firms that included: Indiana Truckers Association, New World Health, Telluride Convention Center, Telluride Ski & Golf, Silver Bear Lodge, The Peaks Resort, Peaks Real Estate, San Sofia Lodge, and Telluride Properties.

RAPP COLLINS WORLDWIDE, Chicago, IL, 1994 – 2000

World's Largest Direct (Digital/Offline) Marketing Firm

Managing Director

- Rescued failing office generating profit margins exceeding 24% through new business growth.
- Increased capitalized billings from \$20M to \$109M, including \$8 million in C&F fees for Dallas office.
- Expanded office from 28 to 129 employees, and embarked on an intensive training/educational program that reduced employee churn and retained 96% of employees.
- Received 59 awards for outstanding results and creative excellence.
- Assembled world-class client base, including: Charles Schwab, Duke Energy, Hyatt Hotels, Mead Johnson Nutritional, MCI, Prodigy Internet, Tropicana, Discover Brokerage, Discover Card, Bank One, Harley Davidson, Pratt & Whitney, Household Finance, Peapod Grocers, Zurich Kemper, Evergreen Funds, Humana Healthcare, The CBOE, Platinum Technology, Xerox, and the Wall Street Journal.

Education

University of Colorado

BA in Economics

Omnicom DAS University

Harvard Executive Leadership Courses