

PROFESSIONAL EXPERIENCE

THE HARTMAN GROUP, Rochester, NY 2001–present

Senior Consulting Associate

- Develops strategic marketing plans for myriad national and international firms. Builds framework based on industry research, competitive analysis, customer evaluation, and internal assessment.
- Defines segmentation, positioning, and promotional strategies; pricing and distribution recommendations; and organizational structure reengineering including channel alignment and related incentive structures.
- Leads research initiatives to gauge relative sales potential and provide strategic direction for targeted prioritization.

EQUALFOOTING, Sterling, VA 1999–2001

Vice President of Marketing

- Managed all aspects of customer acquisition and retention from driving membership to increasing transaction volume and cross-selling products.
- Utilized “test and refine” methodology for results-based decisioning. Reallocated budget to high performing campaigns and channels for optimal media mix.
- Developed and executed marketing strategy using a variety of channels including onsite, telemarketing, direct mail, email, affiliate and other online advertising, print, referral, tradeshow, and grassroots marketing programs.
- Led brand strategy and differentiation for flagship brand and additional technology-based offshoots. Drove sales support and related marketing collateral efforts.

THE GUILD GROUP, White Plains, NY 1998–1999

Director of Marketing

- Member of a B2B consulting team with a focus on maximizing loyalty for a portfolio of clients. Responsible for project management including marketing execution and customer lifecycle management.
- Crafted and fine-tuned marketing/distribution strategies. Led client-based new business development efforts by crafting and negotiating strategic alliances with Fortune 100 companies and relevant industry leaders.

AMERICAN EXPRESS, New York, NY 1996–1997

Senior Manager, Strategy and Marketing

- Developed strategies to increase merchant satisfaction, productivity, and profitability.
- Internal consultant responsible for:
 - Calibrating value to determine long-term enhancements in order to regain competitive advantage and increase merchant acceptance.

- Repositioning brand and developing copy for multiple distribution channels including web sites, direct mail, trade advertising, and sales efforts.
- Implementing database tools to provide easy-to-access, legally approved information for sales and marketing communications.
- Designing educational courseware and trained all sales/marketing channels on brand repositioning, legal compliance, and database usage to improve the functional capabilities of the organization.
- Measuring the time allocated to sales activities to recommend process improvements and realign incentives to encourage appropriate behaviors.

DRAFT WORLDWIDE, New York, NY 1994–1996

Senior Consultant

- Responsible for project and client management for an international direct marketing firm.
- Supervised a four-person team responsible for launching a new product line for a Fortune 100 food manufacturer. Responsibilities included program design and implementation, defining budgets and timelines, managing operations and logistics, vendor sourcing, training, and database development.
- Additional responsibilities included new business development, instituting loyalty programs, competitive benchmarking, guiding copy development and creative, designing surveys, managing focus groups, and performing front- and back-end research/analysis.

XEROX CORPORATION, Rochester, NY 1992–1993

Marketing Analyst

- Managed a marketing database and developed a sales territory management system.
- Analyzed sales data to enhance new product development, coverage reconfiguration, and sales prospecting efforts.
- Determined market trends, sales potential, purchasing characteristics, product profitability, industry and geographical penetration rates, market profiles of installed equipment, and high priority and top accounts.

EASTMAN KODAK COMPANY, Rochester, NY 1988–1991

Technical Writer

- Researched, wrote, edited, designed, and illustrated instructional manuals for users of desktop publishing, scanning/imaging, and network printing systems.

EDUCATION/PROFESSIONAL TRAINING

MBA Marketing and Finance

William E. Simon Graduate School of Business Administration
University of Rochester
Rochester, New York

BA English

Syracuse University
Syracuse, New York

Additional accolades:

- Received nine recognition awards: five from American Express, and two each from Xerox Corporation and Eastman Kodak Company.
- Received three publications awards from the Society for Technical Communication.