

SNAPSHOT

- Commercially creative, thought leader experienced at **future-proofing brands** with new purpose - through modern brand and shopper strategy, CX design thinking, digital and technology innovation.
- Fluent in **strategic planning constructs that drive original solutions through insight-based creativity** – elevating equity, driving growth, inspiring community, and culture – and achieving ROI objectives
- Ability to lead and influence senior client decision makers through via alignment and consensus building and going beyond the brief. **Proven ability to earn trust quickly and build advocacy across the Client Team**
- Extensive experience in emerging and technology-based platforms and innovations that make **relevant, contextual connections with communities on and offline**. Depth of knowledge across a range of categories, channels, targets, and touch points across the omnichannel, interdisciplinary marketing mix.
- **Skilled at inspiring creative teams with insightful and incisive creative / comms briefs** that are fact based, research-rich, and compelling. Will lean in and remain hands on and helpful across the creative development process and will **guide teams to achieve winning work product**.
- “Secret skill”- **B2C copywriter**; B2B editorial, storytelling, and wow presentations

STRATEGIC LEADERSHIP ROLES

CREATIVE REALITIES INC. – SVP MARKETING | BRAND STRATEGY

2012 - today

Established the strategic practice to deliver human-centric, digital solutions through behavior-based experience planning processes. Delivered avg \$4MM annually at 35+% profit margin annually - by winning new Clients and growing existing engagements. In 2021, shifted role to serve as chief architect in the positioning as an end-to-end creative technology company, to drive shareholder value and generate Wall Street investment. Oversee B2B Marketing efforts including website store front, media, press, industry events, thought leadership across 6 key verticals. Report to CEO. [[Visit www.cri.com](http://www.cri.com) for the company story and use cases and monthly blog]

Notable strategic projects

- **Store of the Future and connected ecosystems** for *Macy's, US Vision | JCP Optical, Stride Rite* transforming brick & mortar environments through relevant digital-first experiences and shopper journey work
- **Reinvented the Baby Category experience** at *Kohl's* to leverage the growth pillars in the e-com business, and to solve for why the brand was overlooked as a credible in-store destination
- Developed **Customer Journey and digital engagement strategies** as part of broader brand repositioning of *L'Occitane*; and the US launch and rollout for *Innisfree Korean Beauty*
- Delivered **new product innovation** assignment for *Nestle Waters USA Direct to Consumer, Domino's Pizza Makeline, and Center Store Reinvention / Kraft Foods*
- Consulted to Kellogg's Latin America to **future-proof declining categories** using new digital methods
- Led digital strategy for *Ashley Furniture, Chanel, California Closets, Calvin Klein, PVH, Perry Ellis*, for priority brick & mortar channels

Tap www.cri.com in the news for all use case, stories, blog press, podcasts, awards

YOUNG & RUBICAM | RED FUSE - Regional Director, Latin America

2010-2012

Set the integrated shopper marketing strategy for Colgate-Palmolive for **3 Categories, 14 brands, 22 countries**. Created effective integrated marketing campaigns and innovative environment strategies that drove demand, created growth, or delivered the Wow. Turned around region performance within 2 years, from worst to first. Managed team of 70 across MX, COL, BR. Won Top Award for best performing region based on Category Sales growth, year 2. Partnered with Creative Director to run the region, inspire the teams, and hold the work accountable to Client and Agency metrics.

Key achievements

- Initiated and created client and agency training modules and methods to generate insights for action
- Recognized global thought-leader and generator of best practices within the Agency and Client network
- Drove per capita consumption for Suavitel Softener by penetrating traditional trade with product innovation
- Elevated Palmolive Hair Care to stand out at shelf and gain share against Unilever and L'Oreal
- Built the Oral Care business by supporting dentists and schools to make the brand #1 recommended
- Took UAP to number 2 position at shelf through product innovation and retail environment innovation

G2 BRANDING & DESIGN Director of Client Service and Account Planning

2007-2009

Evolved the Branding & Design practice and service delivery to solve for **new channels, visual/packaging, and experience contexts**. Clients included *Absolut Spirits, Dunhill US, Everydayhealth.com, Panadol, Jim Beam, Kraft Foods, Kohl's, Ramada Hotels*. Managed team of 30. Reported to President and Chief Creative Officer.

DDB WORLDWIDE | NEW YORK and LONDON

1998-2007

- As Global Business Director, **Led the *On the Run* brand across 60 countries**; took the Mobil 1 brand to new retail channels in China and Russia, bypassing distributor, and conventional media models
- Regional Director, London - rolled out Esso / On the Run convenience IMC strategy across 11 focus markets in Europe, by **expanding scope in 6 key offices** to deliver the regional strategy
- Regional Account Director, North America – **repositioned the ExxonMobil brand from Fuels Marketer to credible destination for life On the Run**. Drove non-fuels margin and **same store sales by 6% year** on year
- **Established the integrated practice group, Beyond DDB** – pioneered non-traditional initiatives that **drove incremental revenue by \$1.1 million in year 1**, and later spawning the first digital agency within the network. *Amana, Amtrak, Bank of New York, Mobil, Michelin, Merck, Johnson & Johnson, Sheraton & Westin Hotels*

NW AYER & PARTNERS – led integrated campaigns for KitchenAid, Continental Airlines and American Express

MEZZINA/BROWN – co-creative supervision of team of 13 to deliver work plans across RJR Nabisco brands

WUNDERMAN WORLDWIDE – managed Gevalia Kaffe New Member Acquisition and CRM loyalty efforts, a leading direct to consumer brand for Kraft Foods. Took the business from \$10million to \$100 million in 5 years.

EDUCATION

BBA Marketing and Finance Adelphi University, New York | magna cum laude

RECOGNITION. AWARDS. THOUGHT.

- Elected to Board of Digital Signage Federation, second term | 2020 – 2024 – digitalsignagefederation.org
- Winner, DSE / DIZZIE Award for Digital Transformation of Freddy's Steakburgers, 2022
- Advisory Council / Board of AVIXA; creator of D=SIGN digital signage education program for Infocom 2022
- Publish ongoing thought leadership, panel discussions, pod casts, and Q&A as an industry leader – keynote delivered for Retail Touchpoints/ Retail Innovation Conference – May 2022
- Keynote Speaker @ D=SIGN Virtual ProAV Event – Hosted by AVIXA and DSF, 2020, 2021, 2022
- Winner, Best Customer Engagement, Gold and Silver Awards for California Closets Tech Showroom and Perry Ellis Men's – by Retail Touchpoints, 2020
- Winner, Design:Retail Spectrum Award – Innisfree Korean Beauty, 2020
- Winner, Retail Design Institute Best Store Execution Innisfree Beauty Flagship NYC
- Winner, Design:Retail Spectrum Award, L'Occitane Flagship – Yorkdale Toronto [technology integration]
- Published features in Media Planet | USA Today, Sound and Communication, CIO Review, and more
- Store of the Future - Summit for Thought Leaders in Marketing Media / New York - ANA Internationalist
- Global Client Leadership / Executive Training Master Class – during tenure at Y&R and DDB University