

A relentlessly creative, technically savvy, and ethically uncompromising marketing leader with a 15-year track record of introducing cutting-edge products and innovative business models to new customers around the world—from the Fortune 100 to high-growth startups.

Current Position

QUISK, Head of Marketing and Design

2016-present
Silicon Valley, CA

Currently lead marketing, communications, and design for an innovative Silicon Valley fintech startup dedicated to delivering low cost and inclusive mobile payments to banks and governments in emerging economies.

- :: Leveraged data and customer analytics to drive a transformational, ground-up brand, print, and digital redesign in advance of a successful series B raise
- :: Executed new product launches or active pilots in Jamaica, India, Oman, the UAE, Saudi Arabia, Jordan, and Egypt. Showcased at Mobile World Congress, Barcelona in 2018.

Experience

BRAND EVERY DAY, CMO-for-hire

2015-present
Denver, CO

A retainer and project-based brand and design consultancy built exclusively for high tech, internationally-focused B2B companies and startups.

INTELIVIDEO, Director of Marketing

2014-2015
Denver, CO

Defined and built an SaaS video delivery business for SMBs, manufacturers, and media companies across multiple verticals; Responsible for demand gen. and product roadmap, content marketing and sales collateral, customer experience, and the rapid growth of an early stage tech startup. Reported to the board.

- :: Managed revenue growth from a few thousand dollars through \$3MM annually in less than 12 months, with sales and delivery to over 180 countries of 11,000 titles and 68,000 files for clients ranging from The Church of Latter Day Saints and Milner-Fenwick Healthcare to global brands like Tapout and the UFC

3M, Global Digital Marketing Lead

2013-2014
St. Paul, MN

Led a cross-functional team to design, develop, launch and test the first fully adaptive website in the company, meeting the needs of customers in over a dozen countries while localizing content and product on a single platform, 3M Fusion, the foundation of the 3M.com web presence today.

- :: Customer satisfaction scores improved from 55 to 80+; Competitive share increased from 12% to 67%; Page 1 organic search ranking for 70% of core portfolio terms; 22% increase in customer search success; 5X lead growth
- :: Drove social, e-commerce, app development, and marketing automation initiatives in 25 countries for 3M's Industrial Group, a \$36B global business

SKILLS

MARKETING

international mktg.
brand development
customer experience
communications
coaching & training
new business dev.
customer insights
business intelligence
finance & budgets
mktg. strategic plan
agency mgmt.
benchmarking
M&A

DIGITAL STRATEGY

UX Design
web development
interactive mktg.
content localization
e-commerce
CSS, HTML, .js
page optimization

PRODUCT

category mgmt.
product mktg.
development pipeline
new product launch
hardware+software

COMMUNICATIONS

graphic design
public speaking
client engagement
PR & copywriting

LEAD GENERATION

nurturing & conv.
paid+organic search
email marketing
social media mgmt.
display optimization

3M, Global Digital Marketing Specialist

2012-2013

Designed and launched the first 5 mobile websites in the company, for the Advanced Materials, Defense, Auto, Tapes, and Abrasive divisions, along with the first mobile Where-To-Buy, search, and Endeca catalog implementations.

- :: Responsible for global digital strategy development, including blueprinting mobile web, content, and e-commerce strategies, conceptualizing and developing new sites and applications, executing demand generation campaigns, and driving high visibility, market-centric initiatives for new digital platforms under development across the business
- :: Global Marketing Excellence Award Finalist, "Optimized User Experience and Path to Purchase"
- :: Global Marketing Excellence Award Regional/Business Winner, "3MDefense Integrated Mktg. Campaign"

3M, Global Marketing Supervisor

2011-2012

\$20MM P&L responsibility, as well as the data-driven portfolio management and global launch of energy efficient lighting products in 3M's retail and commercial space, including the industry-leading Sun Gun II.

- :: Utilized pugh matrix, gantt chart, and focus group testing to accelerate launch timeline by approximately five months, managing vendor shortages and international channel conflicts to finish 15% above plan globally, with year on year US growth of 18% and bottom line increases of 24%

3M, New Business Development Manager

2010-2011

An intra-preneurial position guiding successful new growth venture and M&A opportunities through an internal venture capital process, 3M NBV.

- :: Built successful business plan, regulatory strategy, and commercialization proposal to win funding for an multi-million dollar acquisition bringing robotic automation technologies to emerging markets
- :: Business Lead on 3M's Innovation Team, completing a process audit and inventory analysis to establish new operational workflows and sales cycle to drive growth of 3M's innovative Smart Shelving system

3M, Account Representative

2006-2010
Los Angeles, CA

Managed a \$20.5MM business to 7.5% YoY growth over three and a half years in a difficult economy. Finished at 106% of annual target in 2009 despite double digit market and industry downturns. Exceeded 12 of 14 quarterly sales goals via development of digital assets and customer loyalty programs.

- :: Collaborated with 3M MEA on sales training and development with key channel customers while based out of Dubai, UAE and Riyadh, Saudi Arabia
- :: Worked with 3M APAC BDM's and Sales Trainers to design a modular 3-week training curriculum to equip and train representatives in 70% less time than the existing US program
- :: Elected to the Sales Advisory Council, 2008-2010
- :: Sales Advisory Council Secretary, 2009

CARRYON PR, Consumer Products Team Intern

Summer 2005
Hollywood, CA

Agency experience creating and executing pitches, collateral, and video for global clients Symantec, Memorex, Nature Made, KB Home, J-Date, Johnny Rockets, General Cigar, Razor, and the Ansari X Prize.

- :: Produced, shot, edited and animated short Man-On-The-Street videos to help win new business pitches for ESPNmobile and LEGO

Education

UNIVERSITY OF THE PEOPLE

2016-2018
Denver, CO

Masters in Business Administration :: GPA 3.83

PENN STATE UNIVERSITY

2004-2006
State College, PA

Bachelor of Science in Marketing, Legal Environment of Business

:: GPA 3.5, Major GPA 3.75; Graduated Cum Laude; Ralph H Wherry Student Service Award Winner; Produced marketing campaigns for Penn State Football, Penn State Mens Rugby, Penn State Baseball, the Pittsburgh Pirates, Ford, Sony, Glaxo Smith Kline, Lion Radio, Nivea For Men, TV 21, Bryce Jordan

Leadership

PENN STATE ALUMNI SOCIETY BOARD, Director-at-Large, Hammond Society

2008-2016
State College, PA

Among 24 elected board members and 48 volunteers supporting the strategic direction of the college.

:: Elected to an 8-year term; Founded Penn State Alumni Association group on linkedin, the largest online network of Penn Staters and one of the largest alumni groups in the world, with over 73,000 members

EDGE OF SEVEN, Board of Directors, Board of Advisors

2014-2016
Denver, CO

Two year term working to improve access to education for women and girls in Kenya, Nepal, and Uganda.

Volunteerism

:: COURAGE CENTER, Disabled Ski Instructor

:: ST. MATTHEWS CHURCH, Food Bank Organizer

:: UNITED WAY, 3M Team Africa

:: CHEER FOR CHILDREN, Toy Drive Wrap Event Chair

:: JUNIOR ACHIEVEMENT, Econ Teacher

:: DISTRICT DEL SOL, 3M Corporate Organizer

Entrepreneurship

THE AURORA PROJECT, Founder and Chief Product Officer

2007-2009
Los Angeles, CA

Tabster is a working, game-based mobile electronic payments application for splitting bills and checks.

:: Submitted Android SDK beta to Google's ADC1, finishing 71st out of 1,788 participants from 70 countries

VINTRO LLC, Founder

2004-2006
State College, PA

Developed a working beta of an RFID-enabled wine-inventory management software system.

:: Completed inventory analysis for Zolas Bistro, an independently-owned, award winning local restaurant and the Nittany Lion Inn before the project was halted for failing to meet sales cycle and cost targets

Public Speaking

:: INTERNATIONAL MARKETING, Metro State University

2017

:: DON'T REST ON THE SEVENTH DAY, Penn State University, University of Pittsburgh

2014

:: THE ART OF SELLING, Penn State University Graduate School of Business

2013

:: STRATEGIC INNOVATION & LEAD USER RESEARCH, UC Irvine Graduate School of Business

2011