

MICHELINE

Street Address • City, State, Zip Code

Phone Number • Email Address

DIRECTOR OF MARKETING: B2C/B2B Programs

Seasoned, creative, and passionate marketing guru/leader with more than 20 years of experience elevating the profitability, visibility, and performance of diverse organizations ranging from Fortune 500s in the CPG/retail sectors to organizations in the IT, healthcare, and financial industries.

- Fuel revenue growth and boost corporate/product recognition on national, international, and e-commerce platforms through expert orchestration of cross-functional marketing, branding, sales, and operational programs (at minimal cost).
- Equipped with MBA and expertise in Canadian and US markets as well as competitive analysis to effectively target consumers, establish new revenue streams, and impact the bottom line.
- Build and retain top performing teams through establishment of highly effective training, policies, procedures, best practices, research/analytical/creative tools, and fiscal control systems.
- Achieve profitable launch of products, pioneering creation of messaging, packaging, pricing, positioning, and marketing strategies (website, direct mail, brochures, press releases, TV/radio/print, tradeshows, etc).

Channel Marketing • Brand Development • Field Promotions • Co-Marketing Programs • Client Relations
New Business Development • MARCOM • Advertising • Competitive Analysis • Media/Public Relations
Financial Management • International Business • IT Strategy, Operations, Product Development
Integrated Campaign Strategies • Go-To-Market Strategies • Consumer Educational Programs
Market Analysis, Penetration • Product Launch, Marketing, Rollout • Proposal Development
IPOs • P&L Control • Workforce Planning • Budgeting/Forecasting • Negotiations

PROFESSIONAL EXPERIENCE

CLEARPATH STRATEGY, Various US/Canadian Locations • 2002-2007

Leading consulting organization specializing in business and IT strategy services targeting markets in the US and Canada. Offerings include training, seminars, research, publishing, and additional consulting programs.

Director of Marketing, Strategy Consultant, Research Analyst

Co-founder of this highly profitable consulting firm with a reputation for contributing to the profitability, performance, and growth of diverse client organizations. Spearheaded marketing programs development, strategic planning, and research operations focused on the cost effective attainment of client objectives.

Developed and delivered international strategy seminar focused on the design of brand building campaigns. Managed budgets, schedules, contracts, projects, events, partnerships, website development, strategic roadmaps, branding, research/analysis, and documentation operations.

- Served an instrumental role in building Clearpath Strategy from start-up to profitability, stimulating sales growth through development of key offerings, policies/procedures, and best practices as well as successful client base expansion.
- Achieved and maintained superior levels of client satisfaction by ensuring the continuous delivery of top quality services.

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**CLEARPATH STRATEGY Cont.
Consulting Engagements**

A BRILLIANT COMPANY INC. (2003-2006)

- Served as **Co-Founder/Director of Marketing, Strategic Planning, and Operations** for this future provider of Interactive Voice Response (IVR) Systems branded as BidPhone, PharmacyPhone, and TravelPhone (Patent Pending). Spearheaded wireless/telco industry analysis/research, generated penetration plans, created financial model, and delivered presentations to VC/prospects such as Walgreen's, AARP, and eBay.

INFOSEARCH MEDIA INC./TRAFFICLOGIC (2004)

- Provided business development and online marketing consulting services to this online media firm offering content-based, search engine marketing services as well as web analytics. Enhanced company direction and growth strategy; audited online marketing program and recommended plans for optimization.

CYVEX INC. (2003)

- Functioned as **Director of Sales/Marketing (Brand Management)** targeting international inside/outside sales platforms for this dedicated provider of nutraceutical R&D. Conducted CRM database management, drove international marketing/sales efforts, led product launches/ campaigns, coordinated tradeshow participation and promotional efforts, managed customer loyalty program, and established direction for advertising/vendor efforts.

SOLARSOFT AMERICA (2002-2003)

- Delivered expert consulting services in the areas of sales/ marketing strategy in support of new product launch to this provider of data protection/authentication software for personal, mobile, and corporate users. Orchestrated creative design of launch strategy (product integration/channel partners) for national product distribution in the US and Canadian markets. Developed MARCOM, penetration plans, and sales strategies. Administered B2B outside sales.

Additional Consulting Engagements (Details on request)

- **CHAPMAN VENTURES LLC, Director of Strategic Planning/Financial Services Operations (2004-2005)**
- **THREE DOG BAKERY, Strategic Marketing Consultant – Storefront/Retail (2005)**
- **MANAGED INFORMATION SERVICES “MIS,” Consultant – Hardware/Software Sales & Marketing as well as Network Design Analyst (2002)**

ADVANTAGE SALES & MARKETING (ASM), Irvine California • 1997-2001

Global provider of sales and marketing services to the CPG industry. Organization encompassed 12,000 employees servicing diverse client base, including Lipton, Mars, and Del Monte.

**National Marketing Manager – Special Programs
CPG Client Relations Manager**

Built and led top performing national teams focused on surpassing revenue goals, achieving territory expansion, and generating highly effective marketing programs. Orchestrated brand/product promotion and launches as well as represented national clients on TV, radio, print ads, online, and regional events. Generated sales proposals, delivered critical sales presentations, developed collateral, negotiated contract terms, and managed/ enhanced client relations procedures. Drove B2B and B2C sales efforts.

- Optimized performance and boosted profits from \$50K to \$12M through creation of policies/ procedures, program content, websites, email/direct mail campaigns, press releases, and media appearances.
- Successfully expanded marketing programs across the US and Canada.

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ASM Cont.

- Catapulted customer acquisition/loyalty by cultivating strategic partnerships and spearheading co-op programs.
- Played a pivotal role in the profitable and effective launch/promotion of new products through design/rollout of scalable programs online and at retail levels. Also created incremental programs, go-to-market integrated campaign strategies, and channel marketing plans.

Key Engagement

ALBERTSONS SUPERMARKETS, California/Nevada

Served as **Director of Marketing Programs** and **Corporate Program Spokesperson** focused on store promotion via media interviews and print. Coordinated planning and launch of in-store events as well as grand openings. Managed cross-functional development of collateral for informational ads/brochures in compliance with budget/marketing objectives.

- Established synergy across “brick & mortar” as well as online marketing.
- Maintained a consistent marketing message through expert direction of retail efforts.
- Elevated organization’s online representation through website content development and recommendations in the areas of e-commerce/online shopping.

Career Note: Additional professional history includes roles as **Director – Executive & Sports Programs** at Centinela Hospital’s Fitness Institute “CHF1” (1995-1997); **President/Founder** of Education Services Company (1990-1994); and **Operations Manager – Real Estate Construction/Property Management** at Viborg Investments/JHJ Maintenance Ltd. (1981-1992). Details on request.

EDUCATION

Master of Business Administration

Pepperdine University, Malibu, California

Bachelor of Science (Graduated with Honors)

University of Guelph, Ontario, Canada

PROFESSIONAL DEVELOPMENT

Microsoft Certified Systems Engineer (MCSE)

Microsoft Certified Database Administrator (MCDBA)

E-Commerce Marketplace Certificate, Jones International University

“e-Biz for the Future” Certificate, COMDEX 2001

ADDITIONAL INFORMATION

- **Affiliations:** American Marketing Association (AMA); Project Management Institute (PMI); Women in Technology International (WITI)
- **Authored White Papers:** *Artificial Intelligence for Data Privacy and Security Applications; Enabling the End User for Data Privacy; Economic Impact of Smart Privacy and Information Security Applications*
- **TV Appearances:** ABC, CBS, NBC – in California/Nevada Guest Morning News
- **Print Features:** *Women’s World, Good Housekeeping, Women’s Health, L.A. Magazine, Teen Magazine*

**** Willing to Relocate ****