
Marketing Consultant

Passionate, award-winning thought leader with proven success elevating business performance through data-driven marketing strategies targeting B2C and wholesale/retail B2B channels. Resourceful, forward-thinking problem solver with the ability to drive both ideation and execution, achieving dramatic business turnarounds and rebranding. Expansive success delivering exponential growth through bespoke marketing campaigns encompassing digital and physical arenas. Capable of building high-performance teams, uniting individuals around common goals, and securing consensus among key stakeholders at all levels through eloquent communication skills.

Areas of Expertise

- Business Development
- Digital Marketing & Social Media
- Strategic Planning & Execution
- Budget Administration
- Key Performance Indicators (KPI)
- Cross-functional Team Leadership
- Strategic Partnerships
- Marketing Communications
- Executive Presentations
- Business Transformation
- Product Positioning
- Brand Development
- Business Turnarounds
- Creative Direction
- Advertising & Promotions

Key Accomplishments

- Accelerated retail traffic and sales by conceptualizing and delivering groundbreaking retail promotions in partnerships with leading entertainment businesses such as Sony Films, Universal Studios, Country Music Association, and Mastercard.
- Leveraged contacts to elevate Ashley furniture brand to superstar status through participation in 15+ home makeover shows throughout the first two years of ABC Home Makeover.
- Boosted Wessel printing company from \$20M, losing \$1M/year to \$55M with a \$10M profit margin in three years by writing and executing a go-to-market strategy, positioning company for \$120M to World Color Press.
- Earned numerous awards for advertising, marketing, communications, and branding, including five Hermes Creative Awards, Best Multi-Channel Promotion in North America (Promotional Marketing Association), and Best Direct Marketing Campaign in North America (Direct Marketing Association).

Career Experience

Consultant, Napier Marketing Group, LLC, Minneapolis, MN

2005 – Present

Meet with key stakeholders to understand needs and goals, conducted expansive market and competitive research, and present engaging, data-driven strategies consistently surpassing client expectations. Identify risks and opportunities, developing holistic approach to maximizing brand value through traditional marketing, website development, and social media messaging.

- Earned five Hermes Creative Awards while providing expert marketing solutions for diverse businesses, including home furnishings, technology, manufacturing, and national/international retail.
- Successfully license leading entertainment brands including Angry Birds, Ice Age, etc. through contract negotiations with Sony, Universal, DreamWorks, 20th Century Fox studios, and targeted campaign execution.

- Crafted award-winning documentary on Soldier's Walk Memorial Park, the largest Veteran's memorial park in the U.S. outside of Washington D.C., broadcasted on PBS, including web design, voiceovers, and marketing/promotions. www.soldierswalkmemorialpark.com
- Enhance recognition as subject matter expert (SME) and support community by writing featured articles, presenting at conferences, and disseminating best practices regarding digital and traditional marketing through North America's 3rd largest FREE marketing information website, www.social4retail.com.
- Personal consultant to Ron Wanek, billionaire Founder and Chairman of Ashley Furniture Industries, with accountability for corporate communication, public relations, and myriad high-impact personal projects. I co-wrote two books for Ron: The History of Furniture and Ashley's History of Transportation and Logistics.

Additional Success Highlights

V.P. | Chief Marketing Officer (CMO), Home Line Furniture Industries, Philadelphia, PA

- Spearheaded initiative to reposition the brand for \$110M manufacturer and importer of upholstery and case goods furniture, creating a dynamic brand within the Home Furnishings category, exceeding expectations, and dramatically expanding market share while generating 25% revenue growth in the first year.

V.P. Marketing | CMO, Ashley Furniture Industries, Inc., Arcadia, WI

- Devised go-to-market strategies and administrated \$7.5M budget while guiding 30+ employees in creative marketing efforts boosting sales from \$800M to \$2.8B in five years; reported to Founder & Chairman of the Board.
- Negotiated contracts and supported the preparation of all legal documentation.
- In six weeks, achieved \$75M over projections through comprehensive "promotion in a box" strategy aligned with popular movie launch that was easily implemented at store-level for 500+ retailers.

Managing Partner, PMA Network, Inc., St. Paul, MN / Chicago, IL

- Evaluated goals and opportunities, implementing strategic initiatives for industry leaders and launching highly successful brands for Kraft Foods, Subway Restaurants, Coca-Cola, General Mills, Children's Miracle Network, American Red Cross, and more.
- Leveraged expertise in printing and packaging to provide comprehensive solutions to clients, including innovative packaging solutions, accelerating growth, and profitability with several specialty printing companies.
- Accelerated success of Slice brand for Pepsi on a shoestring budget through forward-thinking marketing, earning Pepsi's Bright Idea Award.
- Handpicked to consult with agency accountable for strategic planning for Times Square Millennium Celebration.

United States Air Force veteran; Honorable discharge.

Education

Coursework, University of Minnesota – Twin Cities, Minneapolis, MN
Dale Carnegie Training

Technical Proficiencies: Technical proficiencies include M.S. Office Suite (Word, PowerPoint), audio and video editing, web design and content management systems (CMS), and optimized content development.