

In 15 years of marketing consulting, I have learned that successfully implementing integrated marketing analytics solutions requires a practiced balance of relationship building, technical expertise, business strategy, storytelling and selling. Along the way I've helped dozens of leading marketers and brands in many verticals build world class marketing measurement systems to substantially improve marketing and its connection to their business strategy.

Areas of expertise include:

- Inspiring and creating **analytical roadmaps** and **data-driven strategy**
- Developing and deploying **integrated marketing analytics** solutions
- **Leading growth** both in my own companies and at my clients'
- **Driving adoption** of analytics, attribution, optimization, simulation, and metrics
- Delivering continuous **customer value** (*note: see linked in references*)
- Linking the technical/analytical level to the business opportunity via **creative storytelling**

## MarketShare – A Neustar Solution

2008 – 2016

Senior Vice President of Strategy

- A true growth story, I co-opened our New York City office as we built the company to be one of the leaders in measuring marketing effectiveness resulting in a successful acquisition with a good return for our shareholders.
- My team and I cultivated new business through networking, speaking, referrals, responding to RFI/RFP and aligning our solutions to the clients' needs.
- Business relationships were matured by designing and implementing analytic road maps focused on integrating all aspects of marketing measurement to build best in class capabilities.
- For 7 years I learned the science, math and reality of building media mix models and digital attribution systems, as I partnered with our modeling, simulation engineers and data teams deploying the solutions to our clients.
- I led the accounts working with VPs of marketing, CMOs, CFOs and CEOs who found confidence in my ability to “speak analytics” often times bridging the gap between the numbers and the business.
- The analytics stayed relevant as we aligned to the changes in their business and industry, creating a narrative and results that were both plausible and had measurable impact in application.
- We collaborated extensively with the clients' marketing teams and media agencies to transform our optimization and simulations into truly actionable media plans and buys.
- All told, I worked with over 30+ major clients, deployed hundreds of models, led large, diverse teams and had influence over \$1.5 billion in advertising spending per year.
- Please ask for client success stories and innovations for deeper exploration.
- *Promotion Pathway: Director ('08 to '10) -> Vice President ('10 to '13) -> SVP ('13 to '15) -> Consultant ('16)*

## TBWA\Chiat\Day

2005-2008

Director of Digital Operations

- CFO promoted me to create and lead the Digital Operations department, an internal consulting group, whose mission was to build and deploy technology-driven innovations to increase efficiency in the creative process.

- I articulated the vision leveraging many of the artful storytelling approaches I learned from our creative team to the full senior team and ultimately won their buy-in.
- Every 3 months, we interviewed key stakeholders identifying their needs to create/update the roadmap to keep our focus relevant to the business challenges.
- Using agile development we built many client facing custom web-based solutions such as ad delivery systems, creative versioning control, asset management, ad tracking solutions and online approval processes.
- We utilized web traffic analytics (Google) and user feedback intensely to further refine each solution to meet the needs of our customers, both internal and external.
- With a budget of \$250k our savings were estimated at \$1.2 million each year resulting in a 3.8 ROI.

## TBWA\TEQUILA

2003-2005

### Head of Digital Production and Analytics

- A newly formed division of TBWA NY focused on direct advertising (display, email, paid search and direct mail ads) and database marketing solutions.
- I managed a team of 8 people responsible for the development of the advertisements data-driven strategy, production/delivery of the creative assets and ETL of the results into a database.
- We delivered thousands of digital campaign assets in various banner and rich media formats to our publishers and adservers (typically DoubleClick), including the necessary tracking tags and code snippets.
- Built hundreds of custom landing pages with the proper tracking (typically Omniture or on the clients site) to measure impact of campaigns.
- Produced both targeted and general population emails and direct mail pieces, to the email vendors and subsequently collected that response data.
- Collection of the response data in a single location enabled us to keep our clients apprised of which advertising was working and which was not, and to prove the value of our quantitatively.
- Additionally, I managed vendors and contracts (freelancers, outsourced production, media, site tracking, etc).
- *Promotion Pathway: Manager ('03 to '04) -> Head of Digital ('04 to '05) -> Parent Company*

## PricewaterhouseCoopers (IBM) - Consultant

1999 - 2003

- Learned how important storytelling and socialization is to adoption of a new idea as I co-designed proof of concepts for new IBM product line of "Business to Employee" portals.
- Developed deep technical knowledge to perform data conversion from mainframe system to SAP, deployed payroll systems such as SAP and PeopleSoft, and built custom website and landing pages.

## Education



MBA  
with focus in Global Business



Bachelor of Science in  
Industrial Engineering



Executive Leadership,  
Leadership Development Program



International Business Leadership

**Other Accolades:** Keynote speaker at ANA and eMetrics | Firefighter (NJ Certified)