

## summary of qualifications

Results-driven marketing professional with extensive high-level leadership experience in branding, creative strategy, strategic planning and marketing. Recognized for excellent organizational and interpersonal skills with a keen ability to lead in a fast-paced, multitasking environment. Resourceful when managing complex challenges, with the ability to anticipate needs before they arise and implement solutions for successful follow-through. Core values based on authenticity, transparency and respect. Management philosophy based on honesty, integrity, high standards, teamwork, delegation, prioritizing and accountability.

## summary of strengths

- EXTROVERTED** *Embraces leadership roles, initiates action-oriented, energetic approach*
- INTUITIVE** *Processes information through an intuitive, insightful “sixth sense”*
- INNOVATIVE** *Inventive, imaginative, expressive*
- VISIONARY** *Architects solutions that drive production of the plan, ability to visualize outcome*
- OBJECTIVE** *Encourages multiple ideas and alternative modes of thinking*
- STRATEGIC** *Designs strategies that work toward broad goals*
- METHODICAL** *Develops well-thought-out plans and provides detailed structure for execution*

## professional experience

MKMANGEMENT&CO.

2011 – PRESENT

### Executive Director

Leads the strategic, creative and management direction for a distinctively positioned consulting firm that produces innovative solutions for a wide variety of clients. Firm’s core philosophy based on *Collaborative Leadership* executed through a diversified team of freelance experts. Services focus on business/marketing strategies and event production with such assignments as marketing plans, branding assignments, creative direction and project management.

- ▶ *Directs and manages all aspects of client projects.*
- ▶ *Identifies highly focused teams to execute business/marketing strategies.*
- ▶ *Encourages thought-provoking ideas that are cross-woven from a range of skill sets.*
- ▶ *Leads experienced experts to deliver inspired solutions.*

A world-renowned 200 year-old family-owned company, Crane & Co. is best known for producing fine cotton papers used for U.S. currency since 1879, as well as for currencies worldwide. Crane is also the market leader in luxury stationery products.

### Brand Director, Stationery Division | 2006-2011

Provided strategic leadership for the stationery brand's \$60-million consumer division serving wholesale, retail and online channels. Direct accountability for product design, development and management guided by consumer lifestyle segmentation with concentrated focus on managing brand synergy across all points of consumer interface, including advertising, point of sale, public relations, collateral and the Internet to drive awareness and sales. Oversaw SKU management, gross margin performance and outsourcing direction, and identified new product categories and partnership opportunities.

- ▶ *Managed and achieved a \$6-million budget.*
- ▶ *Reduced inventory -9% while increasing gross margins +10%.*
- ▶ *Directed business managers and designers to develop and launch marketing and merchandising plans consistent with overall brand direction, reaching more than 2,000 outlets resulting in a 15% increase in brand awareness.*
- ▶ *Developed merchandising programs implemented in a wide range of sales channels, which contributed increased brand awareness and helped drive 30% new product contribution.*
- ▶ *Consulted with business managers to synthesize sales information, retailer input, market trends, manufacturing capabilities and financial goals for new product development, which contributed double-digit sales growth.*
- ▶ *Set strategy for outside agencies, including creative development, public relations and advertising, to maximize synergistic branding opportunities.*
- ▶ *Created media outreach program that resulted in publicity placements producing 175 million impressions that returned a \$13-million advertising equivalent.*
- ▶ *Collaborated on new business development that contributed \$3-million incremental sales to bottom line.*
- ▶ *New business partnerships include:*
  - kate spade
  - Martha Stewart Stationery
  - Chloe B. with The Occasions Group
  - Walt Disney Signature Collection
  - Talbots
  - Vineyard Vines
- ▶ *Guided three divisional reorganizations to better align resources with corporate goals and vision.*
- ▶ *Championed process improvement teams across divisions that successfully identified and implemented changes.*
- ▶ *Navigated through extremely difficult times for a company struggling to maintain its lead in a transitioning category.*

### Consumer Marketing Manager | 2001-2006

Managed brand identity across multiple programs and initiatives for 21 company retail stores and 2,700 wholesale accounts that supported sales and profit objectives. Managed customer database program that strengthened customer acquisition and retention. Led creative development for all brand collateral while managing outside public relations firm and creative agency to maximize synergistic branding opportunities. Promoted to Brand Director in 2006.

A leading independent publisher of how-to books, Storey has provided millions of readers with expert knowledge and skills for gardening, cooking, knitting and other crafts, as well as backyard building, animal care, farming and home improvement.

#### Director of Custom Publishing

Led custom publishing division for this \$20-million company and directed creative and editorial vision and production of custom projects for books, magazines, newsletters, continuity programs and the Internet. Clients included Time-Life Books, Reader's Digest, Rodale, Cendant, R.J. Reynolds and International Masters Publishers.

#### Production Director, Marketing Services

Managed development and execution of 6 million direct mail pieces annually, numerous catalogs and all company marketing and communications collateral.

#### Business Manager

Managed new book introductions for 20-30 annual titles, including market trend research and P&L development. Responsible and accountable for ongoing analysis of backlist book performance to meet target profitability.

### THE MARKETING & PR GROUP

1989 – 1995

Founder of a consulting firm focused on image building, public relations and communication campaigns with a core competency in special event planning.

#### Principal

Strategized and implemented media and public relations plans for civic, professional, nonprofit, cultural and commercial clients. Planned, arranged, negotiated, strategically marketed, organized, managed and conducted events, seminars and activities with attendance from 10 to 20,000.

### METROLAND

1980 – 1989

An alternative newsweekly serving New York's Capital Region since 1978.

#### Associate Publisher

Key member of start-up team for a news and arts weekly that grew to a \$3-million business and continues to thrive under new leadership. Directed all aspects of a weekly publication, including strategic growth plans, sales, marketing, editorial, production, creative and administration.

### SKIDMORE COLLEGE

1985 – 1987

Located in Saratoga Springs, N.Y., Skidmore is a highly selective liberal arts college with a reputation for its creative approaches to just about anything.

#### Adjunct Professor

Served the Business and Marketing department for 6 semesters.

## education

B.S., Business/Marketing, Skidmore College

Stanford University, Executive Management Studies

College of Saint Rose, MBA Studies

Greater Boston Manufacturing Partnership: "Kaizen: Continuous Improvement for Lean Manufacturing"