

# Jennifer Kay Grenz

## Go-To Market Strategy | Senior Marketing Professional | Motivational Team Leader

Inspiring, dynamic and creative senior professional with a track record of driving revenue and product success through expert leadership of marketing programs and teams. Instrumental in designing innovative strategies around branding, value propositions, go-to-market execution and fully integrated marketing campaigns including advertising, PR, social media, and SEO.

### History highlights include:

- ◆ Defined pricing, positioning, external presentation to secure multiple multi-million dollar rounds of financing.
- ◆ Launched over 12 mobile applications; 3 that reached #1 rankings in both the iTunes and Android app stores.
- ◆ Drove revenue-generating opportunities by spearheading development of B2B marketing materials targeting chipset manufacturers, OEMs, and carriers, proactively engaging the development community to build strategic alliances;
- ◆ Contributed to company's win of multiple awards: CES Innovation Award, Mobile World Congress Innovation Award, CTIA Emerging Technologies, Red Herring Top 100 (US and Europe), MEFFY, MIXX-IAB Ultimate Innovator, Mobile Entertainment Award (ME), Mobile Content Award, and CNET Webware 100 and several more.

### AREAS OF EXPERTISE

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|------------------------------------|-------------------------------|--------------------------------|
| ◆ C-Level Relationship Building    | ◆ Team Growth & Development   | ◆ Customer Experience          |
| ◆ Product Lifecycle Management     | ◆ Business Development        | ◆ Operations Management        |
| ◆ Brand and Positioning Specialist | ◆ Budget Creation & Oversight | ◆ Channel/Alliance Development |
| ◆ Funding and Investor Financing   | ◆ Negotiations Expertise      | ◆ Merger / Acquisition         |
|                                    | ◆ Vendor Sourcing/Procurement |                                |

### EXPERIENCE

#### **SSPR, San Francisco, CA • June 2014- Present**

Helping this well-established PR agency grow their business including hiring and training a team, closing on average 3 new accounts per month, actively leading strategic direction for new business and running all West Coast, East Coast and Headquarter Operations, managing a team of 40 people.

#### **Azumio, Inc, Palo Alto, CA • 2011- Present**

Azumio is the leading smartphone application provider for instant health data. Azumio is turning the smartphone into a bio-feedback sensor with a suite of applications that collects personalized health data and offers a private portal to access trend analysis and predictive input.

#### **Vice President Marketing and Business Development**

Drove all aspects of marketing for Azumio's suite of applications including new application launches and all outbound marketing. Activities across key marketing functions include: acquiring and managing partner relationships, Apple and Android store marketing, paid advertising, cross promotional advertising, Public Relations, corporate website redesign, global outbound/ channel marketing strategy, product marketing, and marcoms.

- ◆ **Key role in securing a total of \$3m** in financing and highlighted Azumio as the emerging player in personal health data management within the investment and mobile health communities. \$3m took us to profitability.
- ◆ **Launched 3 mobile applications that reached #1 rankings in both the iTunes and Android app stores;** generated traffic to third party app stores and distribution portals that have amassed 20M+ downloads of applications.

**Zlango/ Lango Messaging, San Francisco, CA and Tel Aviv, Israel • June 2012- Dec. 2013**

Zlango transitioned to Lango Messaging with a complete rebrand and consumer launch in North America in March 2013. Lango Messaging is an OTT text and publishing platform showcasing dynamic, daily content in the form of textable icons.

**VICE PRESIDENT OF GLOBAL MARKETING & GM North America**

Recruited to Israeli headquartered startup to open, recruit and lead the US office and team. Grew a complete 6- person content team including illustration, design, copywriting, and editorial to produce daily, relevant icons and publish directly to the app for consumer consumption. Participated as key member of management team defining Lango business model, strategy, rebranding and go-to-market strategy. Managed all aspect of marketing including user acquisition, PR, marcoms, social media, website, blog, partner marketing and customer support. Initiated product marketing process to drive feature prioritization based on inbound market intelligence.

- **Managed a \$100-250k monthly budget for user acquisition with aggressive KPI's to optimize and achieve the lowest CPI rates seen in the app industry** leveraging the breadth of channels include mobile ad networks, digital media buys, Google Search, Facebook, endorsed and promoted Twitter campaigns, email marketing, and celebrity endorsement deals.
- **Leveraged platform relationships with Apple, Google and Facebook** to gain key industry insights and feedback directly on the Lango app for constant improvement of app interaction (UX), utilizing the most up-to-date SDK tools, user interaction optimization and design.

**Consultant, San Francisco, California Mobile Marketing • 2010-2011**

Summer 2010, serving as a **Mobile Marketing Consultant**, providing key services (strategic planning, business development, product definition, marketing execution) to clients in the mobile marketing industry.

Sample Companies Include:

- **PlayUp, New York, NY & Melbourne, Australia**

Where mobile, meets social, meets sports. Offering a range of mobile applications and Facebook games that encompass social gaming and interactive experiences to sport fans worldwide. Planned and coordinated global launch of PlayUP including all marketing and PR efforts for PlayUp USA.

- **JakeKnows, Palo Alto, California**

A mobile business solutions platform with unique IP around privacy and fraud management where companies can design and build apps around private groups.

**Symbian Foundation, San Francisco, California & London, England • 2009-2010**

Non-profit organization that stewarded the Symbian platform, an open source mobile operating system for mobile phones based on Symbian OS.

**HEAD OF PRODUCTS AND MARKETING**

Drove product visibility and success by leading global teams (U.S., Europe, and Asia) across key operations: product marketing, outbound marketing, online presence, social media, branding, technical documentation, events, and PR/communications. Managed a \$1.3 million budget. Played key role as member of the Foundation's Leadership Team, which included internationally recognized members such as Nokia, Samsung, Sony Ericsson, Vodafone, Qualcomm, and Fujitsu.

- ◆ **Drove core Foundation principles by educating the Board of Directors on the Foundation's governance model – wrote Foundation's Marketing Council charter** and captured Board approval for the group to advance global marketing campaigns for all Symbian members.

**ShoZu, Inc., San Francisco, California & London, England • 2006-2009**

Leading provider of mobile social media services.

**VICE PRESIDENT PRODUCTS AND MARKETING**

Spearheaded global marketing and PR teams in design and execution of strategies around Partner Marketing, Communications, and New Media, with control of \$750,000 budget. Drove strategic BD efforts to build alliances with high-

visibility partners. Optimized product success through expert management of feature requirement, controlling product roadmaps for suite of services. Negotiated release cycles with Engineering and structured product marketing delivery.

**Selected Highlights**

- **Generated vital publicity and product awareness by leading marketing/PR teams to develop comprehensive strategic plans and drive strong brand identity** and reputation across the mobile ecosystem, from OEMs and social media companies to major consumer companies.
- **Secured deals, which supported ShoZu's business model and brand associations, with high-profile companies** including Universal Music Group, MTV, and Turner Broadcasting Systems.
- **Captured company's first revenue-generating deals in the music industry**, with major labels from Warner Bros Records, Atlantic Records (US and UK), EMI UK, and Columbia Records.
- **Played key role securing \$12M** in C-round financing and several subsequent bridge rounds.

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**EDUCATION**

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**Economics and Sociology (2004)**, The Colorado College, Colorado Springs

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**PROFESSIONAL AFFILIATIONS**

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**Mobile Marketing Association • Interactive Advertising Bureau (IAB)**  
**Mobile Entertainment Forum (MEF) • MLove Society (Mobile Love)**