

Tom Zazueta

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Marketing • Strategy • Technology • Customer Experience

Accomplished executive leader. Demonstrated abilities to integrate creativity and technology to deliver effective marketing and product solutions. Talented business strategist and tactician offering thought leadership, strategic direction, insights for market differentiation, competitive advantage, and go-to-market strategies. Distills qualitative and quantitative data to discover meaningful insights. Exceptional problem solving skills and the ability to identify true business needs. Insatiable curiosity. A voracious learner who quickly absorbs new ideas and sees the big picture. Early adopter and passion for disruptive technology. Thrives in fast-paced, highly competitive environments. Additional areas of expertise include:

- Leading, Building & Developing Teams
- Customer Experience Management
- Strategic & Operational Planning
- Entrepreneurial Leadership
- Marketing Technology Architecture
- Data Visualization & Analysis
- Integrated Digital Marketing
- User Experience and Interface Design
- Product & Brand Management
- Crypto, DeFi, Blockchain hobbyist

Professional Experience

Buckingham Wealth Partners, LLC FINANCIAL SERVICES

2016-2020

Wealth management firm that brings advisors and clients together (acquired Loring Ward in Nov. 2018)

Chief Marketing Officer

- Promoted to CMO across new entity and managed post-merger integration of teams in San Jose and St. Louis.
- Designed and delivered a new brand architecture that drove the integration of 8 firms into 5 distinct but related entities
- Built engaging content marketing campaigns for both B2C (via HubSpot) and B2B (via Pardot) business lines

Chief Experience Officer (at Loring Ward, prior to acquisition)

- Promoted to CXO to manage four teams: Marketing, Practice Management, Product Management, and Events
- Developed an advisor engagement scoring system using Marketo and Salesforce to measure engagement of key advisors
- Designed a proposal generation tool to help advisors with pitching and discovery for new clients

Chief Marketing Officer (at Loring Ward, prior to acquisition)

- Led a brand refresh for the Loring Ward brand and all related content and collateral
- Created a custom online tool for advisors to order white-labeled materials incorporating their own logo, photo, and bio

iD Tech, Inc. EDUCATION TECHNOLOGY

2015-2016

Largest national provider of technology education summer camps for students

Chief Marketing Officer

- Responsible for setting marketing strategy, overseeing all marketing initiatives, and increasing revenue
- Grew revenue by 29.3%, and increased course registrations by 12,089 (33.3% increase) for 2015 season
- Managed all sales and marketing communications, including advertising and promotions, digital (SEO/SEM), brand, web, creative, social media, market research, partnership, and customer service teams
- Oversaw customer service call center that managed all calls, email, chat, and knowledge base
- Develop and measure key business metrics including customer acquisition costs, conversion rates, engagement, customer satisfaction, Net Promoter Scores, return rates, and loyalty program

HyperRelevance, Inc. MARKETING AGENCY

2006-2015

Omnichannel, data-driven, strategic marketing agency (formerly Coakley Heagerty, rebranded in 2014)

CEO, Chief Marketing Technologist

- Responsible for management of each division of the company, including: strategy, new business, client engagement, company vision, financial management, personnel, technology, and operations
- Clients included: Charles Schwab, Cisco, Intuit, Loring Ward, Palo Alto Medical Foundation, Santana Row, and VMware

President, Chief Strategy Officer (at Coakley Heagerty, prior to rebranding)

- Led the company in a successful turnaround effort that took the agency from an old business model and declining revenue during the Great Recession, to stability, growth, and a successful rebranding that included a new name, identity, mission, and positioning ...and best of all, new clients

Vice President, Digital Marketing (at Coakley Heagerty, prior to rebranding)

- Built a digital media interactive team responsible for online strategy, Web development, Search Engine Marketing, Web analytics, social media, mobile, and email campaigns

eBay, Inc. E-COMMERCE

2003-2006

Leading online global auction site

Senior Program Manager, Kijiji (eBay Classifieds)

- Recruited to help launched and grow the Kijiji brand, a classified ad start-up within eBay
- Responsible for business requirements and international coordination of all product launches
- Initial global release was in 32 cities, 16 countries, and in 10 languages

Manager, Tools and Reporting

- Promoted to manage the Global Product Planning software engineering and QA teams responsible for building and maintaining eBay's product development lifecycle management platform. This workflow tool tracked and helped manage every project scheduled for release to ebay.com (concept, scoping, resource allocation, QA, and release)

Senior Project Manager, Trust & Safety

- Managed key fraud prevention engineering projects for the Trust & Safety division of eBay

Foveon, Inc. SEMICONDUCTOR STARTUP**1999-2003**

VC funded, fabless-semiconductor startup developing disruptive CMOS image sensors for digital cameras

Senior Product Manager

- Worked cross-functionally with engineering, manufacturing, sales, and marketing teams
- Developed and maintained all product requirements, roadmaps, and delivery schedules
- Performed pricing, competitive, and cost analyses for all products

Program Manager/Product Marketing Manager

- Managed pre-sales and large accounts in the US, Japan, and Europe
- Developed a relational database to track customer information, project details, and NDAs
- Created forecasting and break-even analysis tools

CKS Group, Inc. MARKETING AGENCY**1994-1998**

Integrated marketing communications agency (went public in Dec. 1995)

CKS Enterprise Division (internet database engineering and systems integration)**Director of Project Management**

- Hired and managed project management and technical writing staff for large scale e-commerce, database, and legacy system integration projects
- Developed an HTML project control system with a back-end database to track project status, gross margin, resource requirements, and issues
- 1 of 15 people selected (out of 900+) to participate in the "Future leader of CKS" executive program

Senior Technical Project Manager

- Led multi-million dollar cross-functional enterprise e-commerce projects that integrated legacy systems, new distribution systems, and new e-commerce systems
- Worked directly with the clients on all aspects of projects: e-commerce software and hardware requirements, schedules, budgets, user-interface, distribution, testing, partner relationships, customer service, etc.

CKS Interactive Division (internet and interactive media)**Manager of Project Management**

- Hired and managed all project management staff, managed resource allocation, and led a leadership team that reviewed the scoping and budgets for every project.
- Grew project management team from 5 to a full-time staff of 17 in eight months.
- Helped develop and maintain a production workflow process that streamlined and increased company efficiency driving CKS Interactive to its first profitable quarter
- Voted by employees as "person who most exemplifies a CKS employee" (won trip to 1996 Olympics)

Project Manager

- Created project specifications and schedules with tasks, dependencies, and critical-path milestones
- Managed all financial aspects, resource needs, and client interaction

Apple Computer, Inc. CONSUMER ELECTRONICS**1991-1993**

Designs, develops, and sells consumer electronics, software, online services, and personal computers

User-Interface Contractor

- Created several multimedia tutorial animations and participated in facilitating a number of user-interface testing sessions for Apple's System 7 interface group

Database Contractor

- Worked on special marketing database projects writing data retrieval SQL queries using Apple Unix to create reports

Marketing Intern

- Worked for Apple-USA vertical markets group and helped third-party vendors, Apple VARs, and showcased Apple's software and hardware solutions for the technical vertical market

Education

San Jose State University, San Jose, CA**1989-1993**

B.S. – Computers in Art & Design, Research, and Education (C.A.D.R.E.) Graduated with Honors.

*(Multi-disciplinary degree examining how computers are used in art, research, and educational fields)***Cal Poly, San Luis Obispo, CA****1987-1989**School of Business, Marketing Management (*transferred to SJSU in 1989*)

Advisory Positions

Board Member - Silicon Valley Education Foundation**2007-2014**

Nonprofit creating STEM resources and programs for students and educators in Silicon Valley

Advisor - Innovate Public Schools**2012-2015**

Nonprofit school reform org. ensuring low-income students receive an education to prepare them for success in life

Peer Advisor - Vistage Executive Network**2014-2016**

The world's largest CEO coaching and peer advisory organization for small and midsize business leaders