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| Bob Moler | TX, 75214, US• [LinkedIn URL](https://www.linkedin.com/in/bobmoler/)  molerbob@gmail.com• 214-507-1347 |

Chief Marketing Officer

Accomplished executive with extensive experience in marketing management and business development. Skilled in strategic marketing initiatives from inception to execution, including market penetration, new product introduction, retail promotion, ROI improvement, stakeholder engagement, and key account management. Solid history of success in identifying new business opportunities, preparing and executing strategic sales and marketing plans, achieving all set KPIs, and providing recommendations for process and profit improvement.

Demonstrated expertise in web, social, promotional, shopper, cross-channel marketing, media planning and activation, as well as managing structure, systems, teams, and financial responsibilities. Adept at leading worldwide product/brand launch, aggressive marketing campaigns, organizing effective training and development programs for employees, and building and leading teams to achieve shared visions and goals.

Areas of Expertise:

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| * Strategic Planning & Execution * Product Management * Key Account Development & Growth * Continuous Process Improvement * B2B/B2C Sales & Marketing * Brand & Retail Marketing | * Digital Marketing * Marketing Research & Development * Team Training & Leadership * Customer Satisfaction & Retention * Relationship Building * Effective Communication |

Professional Experience

The Marketing Arm, an Omnicom Agency, Dallas, TX

**SVP/Account Management & Growth Team Lead** (2014 to Present)

*Led digital and promotional work for BACARDÍ North America, initiated with one retained brand, and amplified agency services across all sixteen BACARDÍ brands during six-year business relationship.*

Orchestrated team and dedicated agency resources to assist BACARDÍ North America in successfully streamlining their trade marketing, distributor and field support. Partnered with client leadership to install their inaugural shopper marketing team.

***Selected Contributions:***

* Governed agency resources and built new ways of working to significantly accelerate velocity and volume of BACARDÍ shopper work while improving lead time for national program sell-in by 4.5X.
* Improved team’s revenue contribution 10X and delivered double-digit margins each year consistently.
* Promoted to SVP and led $7MM+ portfolio of agency business anchored by Goodyear Tires in 2018.
* Surpassed annual plan by $1MM in 2019 and grew double-digit profit margin by an additional 10PPTs.

Slingshot, LLC, Dallas, TX

**VP/ Client Management & Business Development** (2004 to 2014)

*Cultivated professional responsibilities to oversee 50% agency’s annual revenue while leading new business development.*

Managed agency team in design and development of a flexible web/dev solution for BROWN-FORMAN's individual country-markets to revamp web content, T&Cs, and age-gating in 26 languages. Championed agency's media and creative teams to design and deliver first-ever live interactive post-race show on NASCAR.com for JACK DANIEL'S brand resulting in the program receiving an EMMY award nomination. Supervised advertising strategy and campaign integration in successful four-year turn-around for Joe's Crab Shack restaurants netting 17 consecutive quarters of positive guest counts, average check increases, and YOY sales growth. Administered all aspects of Sara Lee Deli Meats and Cheeses (bulk & packaged) brand marketing development, including consumer research, national advertising, consumer promotion, new product introduction, retailer-specific programs, and field sales communications.

***Selected Contributions:***

* Managed a cross-functional agency team to establish and document a flexible agency work process designed to decrease inner-disciplinary friction and improve efficiencies in the development of all agency work.
* Led global digital business for Brown-Forman Spirits Brands that included Jack Daniel's Tennessee Whiskey, developed websites, managed CRM, and nurtured partnerships, promotions, and digital advertising for their brands.
* Drove JACK DANIEL'S digital engagement worldwide by an incremental 300%.

**Additional Experience:**

* **Management Supervisor** managing Consumer Package Goods, Restaurants, Beer, and Technology Accounts at PGC Advertising, Inc., Dallas, TX
* **Product Manager** at Frito-Lay Corporate Headquarters, Plano, TX
* **Account Director** for Frito-Lay *Better For You* Brands at DDB/Dallas -Dallas, TX
* **National Marketing Manager** at TGI Friday’s Inc., Dallas, TX
* **Sr. Account Executive** for TGI Friday’s Inc. at The Richards Group, Dallas, TX
* **National Field Marketing Manager** at Schlotzsky’s Inc., Austin, TX
* **Account Executive** for McDonald’s Of Oklahoma at Runkle-Moroch Inc., Oklahoma City, OK
* **McDonald’s Operations Employee** at McDonald’s Restaurants, Stillwater, OK

Education and Credentials

**Graduate Studies** • Omnicom University Senior Management Program –Babson College, Boston, MA

**BFA in Graphic Design; Advertising/Marketing Focus** • Oklahoma State University –Stillwater, OK

Awards and Recognition

McAthlete Decathlon Award - McDonald’s Restaurant Corporation | Effie Award – Rold Gold Pretzels / Frito Lay Co. | Telly Award – PGC Advertising / Sara Lee Deli Television | Goliath Award – Slingshot Agency Recognition | Telly Award - Slingshot, LLC / Joe’s Crab Shack