**PROVEN PERFORMER**

Passionate leader with a proven track record of developing ideas that produce results. I have delivered positive influence and cultivated growth at every step; advertising agencies, Fortune 500 companies, sole proprietorships, and fast-paced start-ups. I am an agile team player with equal parts curiosity and comfort when it comes to people, process, and profitability.

**IMPACT & INFLUENCE**

***The Marketing Arm, an Omnicom Agency***

*SVP, Account Management & Growth Team Lead / North American Spirits Brands and A Leading Tire Brand in the World*

***2014 - Present***

* Assumed leadership of digital and promotional work for BACARDÍ North America, starting with one retained brand and expanding agency services to all sixteen brands over a 6+ year relationship. Successfully curated agency team dedicated to helping BACARDÍ North America centralize and streamline their trade and field marketing while assisting client leadership in establishing their first-ever shopper marketing practice.
* Grew team from 5 to 25 team members and expanded agency revenue by 10X during the 6+ year client-agency relationship, all while consistently delivering double-digit margins each year.
* Promoted to SVP in 2018 to lead a $7MM+ portfolio of agency business, anchored by Goodyear Tires. Exceeded growth plan by $1MM in 2019 and increased double-digit profit margin by an additional 10PPTs.

***Slingshot, LLC***

*VP, Client Management & Business Development / Global Spirits Brands, CPG, and Restaurant Accounts*

***2004 - 2014***

* Parlayed my 20-years of traditional marketing experience into gaining hands-on digital experience. In turn, led the most significant global client, BROWN-FORMAN Spirits, as their digital AOR for all brands. Grew professional responsibilities to manage 50% of annual agency revenue while championing new business development.
* Led agency team in the design and development of a flexible web/dev solution for BROWN-FORMAN's individual country-markets to customize web content, T&Cs, and age-gating in 26 languages. Drove JACK DANIEL'S digital engagement worldwide by an incremental 300%.
* Championed agency's media and creative team to conceive, design, and deliver the first-ever live interactive post- race show on NASCAR.com for JACK DANIEL'S brand, ultimately earning an EMMY Award nomination.
* Led 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, and YOY sales growth.
* Identified and led a cross-functional agency team to develop and document a flexible agency process designed to reduce inner-disciplinary friction and increase creative solutions in our work.

***PGC Advertising, Inc.***

*Management Supervisor Managing Consumer Package Good, Restaurant, Beer, and Technology Accounts*

***1998 - 2004***

* Led all aspects of Sara Lee Deli Meats & Cheeses (bulk & packaged) brand marketing development including consumer research, national advertising, consumer promotion, new product introduction, retailer-specific programs, and field sales communications – delivering growth of +20% product authorizations, +11% volume growth and +19% sales lift for the fiscal year 2003.
* Grew successful 5-year relationship with The Gambrinus Company as the agency lead for Shiner Beers, Moosehead Canadian Lager, and led the relaunch of Pete’s Wicked Ale brands.

***Frito-Lay Co.***

*Product Manager - Retail Innovation/Frito-Lay Co.*

***1995 - 1998***

**Consumer Insights & Solutions**

* Directed consumer research to understand consumers’ attitudes and behaviors in grocery shopping.
* Identified key insights and created total store solutions to establish new retail construct for grocery.
* Insights and ideas presented during 1998-99 FMI functions as supermarket innovation platform.

**Retail Merchandising**

* Developed cutting-edge merchandising solutions based upon specific consumer usage occasions
* Integrated Frito-Lay’s occasion-based merchandising with revolutionary selling approach for efficient placement of products based on store-level consumer demographics.
* Resulted in largest merchandising program in Frito-Lay history delivering 8% pound increase in 1997.

**Corporate Leadership**

* Led the annual four-day retreat for Frito-Lay marketing executives to sharpen personal leadership skills and re-energize team morale (1997 Fearless Leadership event).
* Managed an all-volunteer team of peers in the design of the program; developing content, securing speakers and handling all logistics for more than 150 marketing executives.
* Event was hailed as the “best off-site ever,” exceeding senior management’s expectations.

***DDB/Dalas - Frito-Lay Co.***

*Account Director - Frito-Lay Better For You Brands / DDB Dallas from 1993-95*

***TGI Friday’s Inc.***

*Sr Account Executive/Friday’s - The Richards Group 1990-91, National Marketing Manager - TGI Friday’s Inc. 1991-1993*

***Schlotzsky’s Inc.***

*National Field Marketing Manager - Schlotzsky’s Inc. from1988-90*

***McDonald’s Restaurants***

*McDonald’s Operations Employee/1984 McAthlete Winner, AE/McDonald’s of Oklahoma - Runkle-Moroch, Inc. 1986-88.*

**CATEGORY & BRAND EXPERIENCE**

**Restaurant / Retail**

*McDonald’s Restaurants Schlotzsky’s Delis  
TGI Friday’s Inc.  
la Madeleine French Bakery & Café*

*Joe’s Crab Shack*

*Corner Bakery Cafe  
Red Mango Frozen Yogurt & Juice Pie Five Pizza  
Nothing Bundt Cakes  
Dave & Buster’s*

**Consumer Products**

*Frito-Lay, Inc.  
Sara Lee Deli Meats & Cheeses Mission Foods (Gruma Corp.) Borden Dairy (Grupo LaLa)*

*Jack Daniel’s (B-F)  
Shiner Beers (Gambrinus)*

*Bacardí Rum (BUSA)  
Goodyear Tires  
Pabst Blue Ribbon Beer*

**Consumer Services**

*LegacyTexas Bank  
Safe Harbor Marinas  
Avantax Wealth Management*

**SKILLS**

* Simplifying the complex
* Identifying opportunity
* Communicating insight
* Building competence and confidence in a team
* Solving problems
* Multidimensional Thinking; across teams, disciplines, markets, channels; integrating for impact

**AREAS OF FOCUS**

* Applying marketing intelligence to support a business’ efforts to acquire, retain, and hone their target audience and strategic marketing programs, no matter the media.
* Experience in web, social, promotional, shopper, and cross-channel marketing/media activation.
* Team building through hands-on collaboration with key stakeholders and leadership.
* Idea creation, from ideation to implementation.
* Expertise in managing structure, systems, teams, and financial responsibilities.

**Awards & Recognition**

**1984 McAthlete Decathlon Award - McDonald’s Restaurant Corporation**

*Individually recognized as one of McDonald’s top 88 employees in the world at 1984 Olympic Games in Los Angeles for performance in multi-level operations competition.*

**1996 Effie Award – Rold Gold Pretzels / Frito Lay Co.**

*Provided promotional leadership to the award-winning, fully-integrated Rold Gold Pretzels marketing campaign featuring Jason Alexander in Super Bowl television advertising, promotional print, targeted consumer sampling and in-store merchandising.*

**2003 Telly Award – PGC Advertising / Sara Lee Deli Television**

*Led strategic and executional aspects of Sara Lee Deli television development setting new benchmarks in copy-testing for the lunch meat category and winning three Telly Awards for best spot overall, best use of animation, best use of music.*

**2007 Goliath Award – Slingshot Agency Recognition**

*The award recognizes the one Slingshot employee who has had the most positive impact on the agency for the year.*

**2012 Telly Award - Slingshot, LLC / Joe’s Crab Shack**

*Led brand strategy and campaign integration that netted 17 consecutive quarters of positive sales growth and numerous industry awards including a Telly for these clever video vignettes.*

**EDUCATION**

**Omnicom University Senior Management Program**

**2019 Graduate Studies + 2018 Undergraduate Studies**

* Hand-picked to participate in exclusive executive education program taught by Harvard Business School faculty at Babson College, Boston.

**Oklahoma State University**

* BFA in Graphic Design; Advertising/Marketing Focus; President of OSU Ad Club; Editor of Yearbook