

BRIAN D. SPIEWAK

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A results-driven marketing director with 10-plus years of experience in branding, innovation, communications and outreach. Strong track record driving revenue through the management of cross-functional creative, research and operational teams.

PROFESSIONAL EXPERIENCE

SENIOR VICE PRESIDENT

NOV. 2015-JUNE 2020

AR GLOBAL INVESTMENTS / NEW YORK, NY

- Oversaw marketing and branding initiatives – which led to the creation of a \$12 billion portfolio of investments across eight countries
- Collaborated with executive management, product and operations on NYSE/Nasdaq listings, mergers and acquisitions
- Created the company's digital identity including the corporate website
- Designed all corporate marketing collateral including, but not limited to investor presentations, factsheets, shareholder letters and email marketing campaigns
- Managed a team of creative freelancers and external vendors to aid in both external and internal communications while meeting our performance goals
- Coordinated and ran all corporate webcasts for industry analysts, financial advisors and investors

VICE PRESIDENT/MARKETING DIRECTOR

JUNE 2012-NOV. 2015

RCS CAPITAL (AN AR GLOBAL SUBSIDIARY) / NEW YORK, NY

- Managed the marketing department of a \$30 billion platform of alternative investment programs and operating subsidiaries
- Created both digital and print materials for 20-plus public non-traded alternative investments, four publicly traded companies as well as research and technology affiliates
- Liaised with outside PR agencies to run online advertising campaigns for products and subsidiary companies
- Successfully collaborated with six business lines to make the company the industry leader in sales, innovation and technology – 40% of all sales in the industry at its height
- Coordinated legal and compliance review of all go-to-market materials for use by 170+ wholesalers nationwide serving 150,000 shareholders

FINANCE/MARKETING ANALYST

JAN. 2010-JUNE 2012

AMERICAN REALTY CAPITAL (RENAMED AR GLOBAL) / NEW YORK, NY

- 30th hire at the company – became a multi-billion-dollar industry-leading investment advisory firm in less than three years
- Generated sales literature for all sponsored alternative investment programs distributed through the first multi-product wholesale distribution platform known as Realty Capital Securities
- Managed branding and marketing for 14 real estate and business development funds
- Led a web development agency in the creation of websites for each fund and managed web developer when position was brought in-house

PROFESSIONAL SKILLS

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| ▪ Research-Informed Marketing | ▪ Microsoft Office Suite |
| ▪ Business Development | ▪ Adobe Creative Cloud |
| ▪ Client Management | ▪ Email Marketing Campaign Management |
| ▪ Brand Strategy | ▪ Social Media Framework |
| ▪ Relationship and Team Building | ▪ Full-Stack Web Development |
| ▪ Project Management | |

EDUCATION

BA, Bachelor of Business Administration 2003-2007
Temple University, Philadelphia, PA

Professional Certificate, Full-Stack Web Development 2020-2021
University of Pennsylvania