



## PERSONAL DETAILS

Name		<b>Chris Aarons</b>
Contact		512.573.3222
Email		Chris@csaone.com
LinkedIn		<a href="http://www.linkedin.com/in/caarons/">www.linkedin.com/in/caarons/</a>

## EDUCATION

Pepperdine University	Master of Business Administration Malibu, California 1999
University of Nevada	Bachelor of Arts, Journalism Reno, Nevada 1991 Emphasis: Public Relations

## INTERESTS

- Writer with 45+ articles on social, digital & marketing best practices
- Speaker and expert commentator on management, social media, marketing and digital thinking/mindset
- Avid cyclist with the titanium elbow to prove it

## EXPERIENCE

### Inc.Digital

2017 to Present

#### Partner

- Transformed marketing, communications, branding and digital approaches for clients like Amazon and DXC based on the expertise and insight gained from intensive customer interviews and research
- Co-authored *The Wall Street Journal* bestselling book, [The Digital Helix](#), to apply my expertise and help companies thrive in the Digital Age using proven strategies and a practical framework for success
  - "By ruthlessly confronting how digital innovation explicitly disrupts enterprise expectations, Aarons focuses executive attention exactly where it belongs, aligning greater expectations with greater value." —Michael Schrage, MIT Sloan School's Initiative on the Digital Economy
  - "The Digital Helix has a great framework to transform any team or organization in the digital age." —Pete Carroll, head coach of the Super Bowl Champion Seattle Seahawks

### University of Texas Center for Professional Education

2004 to Present

#### Instructor

- Recruited to create new strategic communications program designed to help leaders thrive with PR in the Digital Age
- Develop and teach classes on marketing, strategic communications and social/digital with one of the highest student feedback ratings

### Pulsepoint Group

2015 to 2017

#### Principal

- Developed moments-based content marketing framework that enabled clients to transform their go-to-market efforts and increase ROI by as much as 43%
- Led repositioning efforts and identified digital sales and marketing strategies for numerous companies, including Amazon, AMD, Cisco, HP and VMware

### Ivy Worldwide

2007 to 2015

#### Partner

- Developed numerous award-winning campaigns that increased leads, traffic and SEO results by 150%, and increased sales 85% while lowering the cost of marketing by more than 20%
- Created [HP's 31 Days of the Dragon campaign](#) that became one of the most successful and widely copied social programs ever
- Authored the book, *Social Media Judo, The Essential Guide to Mastering Social Media & Delivering Real Results*

## OBJECTIVES

Join a values-driven, collaborative team whose goal is to be wildly successful in the Digital Age while continuing to learn and grow.

Leverage my 20+ years of experience in marketing, strategic PR and digital by continuing to develop innovative programs, build brands and solve challenges to make any organization the envy of the market.

## CAREER HIGHLIGHTS

- Developed groundbreaking strategies to solve critical business issues using a mix of social, marketing and digital communications to make my clients the envy of their markets
- Notable clients include: Adobe, Amazon, AT&T, HP, LasikPlus, Rackspace and numerous startups
- Selected by Forbes Insights to create content for their new 2019 digital leadership portal

## AWARDS

- WOMMA's Mommy Award for Best Word of Mouth Campaign
- Promo's Pro Award for Best Social Media Campaign
- Summit International's Most Effective Social Media Campaign on a Budget
- HP Circle Award for Best Overall Marketing Campaign
- Ad:tech's Limelight Award for Best Social/WOM Campaign



## MARKETING, PR & COMMUNICATIONS EXPERIENCE HIGHLIGHTS

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2007

### AMD

- Created AMD's social marketing department that shifted almost \$1 million of budget away from traditional PR and marketing programs due to its success

### A/M Consulting

- Developed unique decision-based methodology to transform marketing/PR approaches and increase brand value for clients like Rackspace and the City of Round Rock, Texas

### Niehaus Ryan Wong Public Relations

- Recruited to turn around 12-person PR agency, and achieved profitability within first two months after taking over office

### Cunningham Communication

- Responsible for strategic and tactical PR and communications campaigns for key clients, including ADP and i2

### Shandwick Worldwide Public Relations

- Successfully managed and executed strategic PR campaigns and launches for Dolby, Kodak, Philips and several startups
- Promoted and became the youngest vice president in company history by achieving the highest profit margin within Shandwick's technology division during first six months as acting general manager

1995

May 16, 2019

To Whom It May Concern:

I am writing to express my deep interest in the Lecturer position at The University of Texas at Austin: McCombs School of Business: Department of Marketing. Having taught principles of marketing, social media/digital as well as strategic communications at UT's Center for Professional Education for 15 years,

I can tell you that marketing is an absolute passion of mine. Every day I read and search for what is next for both my professional clients and the students I teach. To further illustrate, here are a few examples:

- From my earliest days in the public relations field, I found ways to combine multimedia, reputation management and traditional marketing approaches to increase my client's brand and product visibility while helping drive sales. These steps led me to be named the youngest vice presidents at one of the leading PR firms, Shandwick, before I was 30.
- I saw the role social could play in marketing and started one of the first corporate social media departments at AMD in 2006. My effectiveness with this new venture help me secure one of the largest budgets within the marketing and communications department.
- See the power of this new medium and channel, I created social media agency focused on influencer relations and content marketing in 2007. My campaigns won top honors from the Word of Mouth Marketing Association (WOMMA), Summit International, ad:tech and Promo Magazine and many others.
- Most recently, I have seen how digital can transform an organization's marketing and have created an agency to help clients such as Amazon, HP and DXC build truly digital marketing and sales functions within numerous parts of their organization.
- Finally, I have co-authored 2 books on digital and marketing with my latest entitled, [\*The Digital Helix\*](#). This book recently became a *Wall Street Journal* bestseller and focuses on how organizations can build a digital DNA to drive their growth and overall success.

In short, I look forward to each and every class I teach. I am invigorated by mere thought and process of updating my materials, cases and examples long before the class. Once the class is here, I can't wait to challenge myself to inspire my students and push them towards marketing avenues and heights they never thought were possible. Since almost all of the classes I teach have a mix of working professionals, entrepreneurs and those just entering the workforce, it is a real thrill to see and hear how my lessons help them in their marketing journey. This is why I am sending my curriculum vitae and reference letters as I hope to challenge and inspire the next set of marketing leaders at the McCombs School. I look forward to discussing this position with you in the weeks to come. If you require any additional information, please feel free to contact me and thank you for your time and consideration.

Sincerely,



Chris Aarons

Kapil -

I am writing to recommend Chris Aarons for the position of Lecturer in the Marketing Department at McCombs. This recommendation is based on the ten years in which I have known and worked with Chris.

Chris is a genuine thought leader on the topic of digital and social approaches to marketing. Throughout his career, he has executed many successful marketing consulting engagements with a wide range of clients and written several books.

Significantly, Chris has shown a strong ability to translate his knowledge of marketing into effective education. For the last decade, Chris has taught marketing classes at the UT Center for Professional Education. I had the opportunity to team-teach several classes with Chris before I joined McCombs. I found Chris to be very effective in using his “war stories” to bring the classroom to life and help cement the key concepts with his students. He takes his teaching very seriously and I believe his students get a great deal of value from his teaching style.

Chris would make an excellent addition to the McCombs instructor staff, teaching either general marketing courses or any number of social and/or digital topics. I recommend him without reservation.

Feel free to contact me if you have any questions.

Bill Peterson

512-797-5690

To Whom It May Concern,

I would like to personally recommend Chris Aarons for the role of Lecturer in the Marketing Department at The University of Texas McCombs School of Business.

Previously, I worked as a digital consulting intern on Chris' team at PulsePoint Group. As a student of The University of Texas at the time, I was extremely grateful to be managed and mentored by someone with Chris' experience. I was relatively new to the area of digital consulting, but Chris' hands-on teaching approach allowed me to rapidly grow in a diverse and stimulating environment. He was a strong team leader that constantly challenged me to think through new perspectives on how technology was shaping the business landscape. Despite the busy nature of PulsePoint Group at the time, Chris was also extremely approachable and mindful of my development as an intern.

He went above and beyond in his role as my manager during my internship and was the first person I thought of contacting when making my career decisions around graduation. He not only took the time to walk me through his own personal experience in the workforce, but also gave me sound advice on career considerations and growth opportunities beyond my major. His insights and guidance during my time at The University of Texas have been invaluable to my professional development.

I strongly believe that Chris will be an outstanding Lecturer and mentor to future McCombs students, and am excited to see the impact he can make at The University of Texas.

If you require any additional information, please do not hesitate to contact me.

Sincerely,  
Katherine Fan  
[katherinefank@gmail.com](mailto:katherinefank@gmail.com)  
(512) 574-7521

To Whom It May Concern,

It is my pleasure and honor to recommend Chris Aarons for the position of marketing lecturer at McCombs School of Business. Chris and I have collaborated for almost seven years on a number of professional education programming offered through the Center for Professional Education within the Texas Extended Campus at the University of Texas at Austin. During this time, I have witnessed how his unique industry-based knowledge, paired with his exceptional skills in mentoring and teaching, has greatly contributed to the success of our programs and students.

As an instructor, Chris has consistently demonstrated a unique ability to balance the demands of various stakeholders, including sponsors, faculty, and university administrators. He has applied this focus to serve a diverse student population. Notably, Chris has received exemplary reviews and feedback consistently for the 14 years he's taught traditional and social/digital marketing and strategic communications in our program.

Leveraging his background and extensive experience in digital marketing, PR, entrepreneurship and small business management, Chris has also served as an excellent resource for the Center for Professional Education as he assists in curriculum development in a wide range of subjects. He continually shows a keen understanding of both the university's and the students' needs in the courses he has developed. As a university administrator who regularly evaluates and hires program faculty, I recognize that this transferability of skills is a rare quality and would bring great value to any McCombs program.

Chris has my highest recommendation for the lecturer position. I am confident he would be an excellent addition to your faculty. Please feel free to contact me if you have any questions regarding his candidacy.

Sincerely,

Liliya Spinazzola  
Sr. Director Professional Education and Strategic Initiatives  
Texas Extended Campus  
(512) 232-2230