

DAN CAWDREY, JR.

1622 NW Quincy Ave * Bend, OR 97701

(c) 206.794.7248 (e) dcawdrey@me.com (LinkedIn) www.linkedin.com/in/dancawdrey

Professional Experience

Over 15 Years Consumer Marketing

Strategic Planning • Account/Relationship Management • Product Launches • Digital Marketing
Budget Planning/Management • Partner Marketing • Retail Marketing • Retention/CRM • Social Media

DoubleDown Interactive/International Game Technology (IGT) 2012 - 2014

Senior Marketing Manager – Retention/CRM

- Strategy, planning, and execution for all Retention efforts on DoubleDown Casino application on Facebook and on mobile devices.
- Researched and built a strategic framework/plan for exclusive loyalty program geared to highly engaged DoubleDown players and payers.
- Analyzed large amounts of data to develop customer segmentation used to deliver targeted, unique marketing offers for players and payers via email and in game.
- Managed partnership program with numerous land-based casinos to build awareness and increase playership among both offline and online customers.
- Decreased net payer churn -38% in FY13 vs. targeted goal of -10% decrease.
- Grew unique monthly payers to highest level ever in Aug '13.

Se7en Hills Consulting, LLC

2010 - 2012

Owner/Independent Consultant

Microsoft

2003 - 2010

Senior Product Manager, 3rd Party Games

Leadership

- Trusted advisor on the Xbox Portfolio team contributing to the identification of strategic investment opportunities, providing US market perspective.
- Selected for the "Accelerate" leadership program, reserved for the top four percent of marketers at Microsoft.
- Created and presented strategic sports plan for Xbox 360 to Senior Leadership team, identifying key areas in sports games to harvest opportunities in life cycle; maintained share lead on all key franchises including Madden 10 (42%), Fight Night Round 4 (53%) and NHL 10 (63%).
- Winner of the Microsoft "Shine" and "Gold Star" awards for marketing excellence exhibited in Cross Group Collaboration.

Product Marketing

- Developed and executed cross functionally effective co-marketing plans that leverage publisher partnerships and include media, promotions, retail marketing, social media, Xbox LIVE, community, mobile, PR, and events. Co-marketed franchises include Madden, Fallout 3, Resident Evil 5, Rock Band 2, Mass Effect 2, and Left 4 Dead.
- Exceeded platform share goals on all priority franchises including Madden 09 (39%, including record highest 1M units in 1st mo.), Fallout 3 (71%), Resident Evil 5 (61%), Rock Band 2 (60%).

Retail Marketing

- Provided strategic guidance and third-party title priority to the US Xbox retail marketing and sales team.
- Synchronized marketing efforts between retailers, publishers, and Xbox: highlighted integration includes a three-way launch TV campaign with Madden, Xbox, and Walmart.
- Awarded POPAI Bronze for temporary display, co-branded Madden/Xbox at 7-Eleven.

Account Management

- Built and nurtured relationships with over 10 publishers across the industry including Electronic Arts, Bethesda, MTV, Valve, Capcom, Square Enix and Warner Bros.
- Represented the voice of publishers to internal business leads and policy makers.
- Consulted publishers on marketing best practices from within their company and across the industry.
- Collaborated with publishing partners to develop mutually beneficial objectives, strategies, and tactics.

Xbox LIVE Marketing & Advertising

- Developed the first "Countdown to Launch" program with Madden, providing a new piece of content every day for 10 days, exclusively on Xbox Live.
- Created self-liquidating marketing programs by building in sponsorship opportunities; examples include Madden Bowl and EA Sports Maui Invitational.

Product Manager, 1st Party Games

Product Marketing

- Created launch strategies, led cross-functional teams to execute go-to-market plans for Mass Effect, Crackdown, Project Gotham Racing 4, Ninja Gaiden II and Blue Dragon franchises including advertising, retail, lifestyle marketing, community outreach, events, and PR.
- Managed over \$12M in marketing budgets for all titles.
- As platform exclusive titles, Mass Effect generated over \$55M in revenue and sold over 1.0M units in FY08; Crackdown has sold over 1M units LTD.

Partnerships

- Cultivated relationships with media partners that resulted in several co-marketing opportunities including Sci vs. Fi Mass Effect TV show with Limited Edition giveaway on Sci Fi network and the Ninja Gaiden Way of the Warrior documentary with VROOM network.

Product Manager, Xbox Live

Product Marketing

- Developed strategies and tactics for increasing subscriber base and stickiness of Xbox Live; hitting 1.5 million subscribers at the end of FY05, exceeding goal.
- Created, managed and executed multiple new retention programs including "Play the Band" (rebranded "Game with Fame"), Tournaments, Play & Win and Primetime; leading to 65% retention rate with subscribers and customer satisfaction greater than 85% in FY06.
- Managed the implementation team for the redesign/redeployment of the Xbox Live Newsflash, achieving opt-in rate of 40% in 2005.

Walt Disney Internet Group

2000 – 2002

Program Manager, ESPN.com

Product Marketing

- Managed online sport portfolios for ESPN properties, including NFL, NHL and ABC Sports.
- Assisted in the sites' overall content strategy, writing functional specifications and working closely with the editors, designers, producers, and engineers to develop new content/programs for ESPN.com.
- Developed tactics and executed the launch of ESPN Mall, the ecommerce section of the site.

Online Promotions

- Created and executed major ESPN Bobblehead promotion on espn.com, increasing overall traffic and stickiness, making it the #1 most visited sports website.

Education

B.S.B.A., Bachelor of Science, Business Administration, University of Arkansas **1993**
Concentration: Marketing Management