**Joseph M. Spampinato**

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2387 NW Labiche Lane, Bend OR, 97701

**Marketing | Digital Strategy Executive**

**Strategic Marketing | Digital Strategy | E-commerce | Team Building**

Professional Summary

Innovative and outcome-oriented marketing and digital strategy executive. Talented strategist with a proven track record of success driving marketing automation and omnichannel marketing campaigns including print, online, social media marketing, organic SEO, link-building, re-targeting, pay-per-click advertising, and affiliate marketing. Combines background in consumer experience management with expertise in financial modeling and P&L management to devise strategic plans that yield bottom-line growth. Skilled team-builder and marketing pragmatist who implements closed-loop marketing processes to measure progress towards goals. Wholehearted leader with international experience leading international teams to deliver ecommerce and new media products in the United States, Europe and South America. Holds MBA from the University of Virginia.

**Core Expertise**

Digital Marketing ▪ Marketing Automation ▪ Digital Analytics & Testing ▪ Demand Generation ▪ Marketing Strategy, Research & Execution ▪ Financial Modeling, Forecasting & Valuation ▪ Budgeting ▪ P&L ▪ Brand Positioning ▪ CRM ▪ Pricing ▪ Recruiting, Hiring & Training ▪ Team Building

**Professional Experience**

Marketing Strategy Consultant – Bend, OR Jan 2014 to Present

Devise marketing and ecommerce strategy for early stage and startup products and companies in SaaS, LED lighting, consumer packaged goods, and apparel industries. Design and build websites, implement and manage marketing automation tools, implement Amazon third party seller systems and enhance SEO, SEM and affiliate campaigns. Guide budget planning, lead implementation and interpretation of Google analytics, manage agencies of record to optimize marketing, social and online experiences.

EPAM Empathy Lab – Conshohocken, PA | Amsterdam, Netherlands Jun 2011 to Dec 2013

*Create strategies and consumer experiences that help companies succeed in the digital landscape.*

**Senior Director – Digital Strategy Consultant**

Supervised teams in agile design and development of e-commerce, web, and mobile iOS and Android applications for clients in the entertainment, CPG, pharmaceutical and apparel industries. CMSs included ATG, Adobe CQ, Magento, Shopify and others. Directed multiple, international ~20-person project teams comprising analysts, UX designers, developers, project managers, technology and QA directors; held full P&L responsibility for multimillion-dollar global engagements. Managed third-party agencies to deliver online marketing tactics including lead acquisition and nurturing, social media and email marketing, organic SEO, link-building, re-targeting, pay-per-click advertising and affiliate marketing. Designed and interpreted contextual research, A/B testing and analytics packages, guided roadmap development. Devised Omniture and Google Analytics based metrics / dashboards to assess progress towards goals. Reported to SVP.

* **Honored with 2013 Davey Silver Award and 2012 Innovation and Breakthrough Award for international launch of consumer web and mobile applications for Liberty Global, a fortune 500 client. Captained $4M budget for year-long program.**
* **Spearheaded projects designing and developing personalization strategies and web analytics packages for the leading online swimsuit manufacturer/retailer and media and entertainment companies. Led design and development of key tools and architected analytics.**
* **Established and led management of Amazon Services on behalf of client’s product launch.**

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Grace Bio-Labs, Inc. – Bend, OR Sep 2009 to May 2011

*Global supplier of life science research and molecular diagnostic products.*

**Director of Commercial Operations & Marketing**

Quarterbacked teams from manufacturing, marketing, and sales, with day-to-day management responsibility for 5 direct reports (including senior managers of Quality Assurance, Production, and Customer Service) and 22 indirect. Conceptualized, built and delivered demand generation funnel and tactics integrated with distributors and other partners. Carried out sales forecasting, costing and price-setting analyses, revamped pricing structure and promotion policies, and propelled all phases of yearlong projects to ensure success. Negotiated contracts and managed relationships with customers and distributors. Managed digital agency of record (AOR) to build out and optimize Magento based ecommerce tactics. Architected, sourced and implemented company first enterprise software system. Held full P&L responsibility; reported to CEO.

* **Doubled company’s annual revenue during tenure by refocusing resources to develop existing and new R&D/OEM products. Increased core-product margin by 15.2%.**
* **Re-tooled ecommerce site using Magento. Launched and integrated Fishbowl inventory management System with on-line product portfolio, customer order placement and order fulfillment systems and financial management software. Redesigned website for SEO and more intuitive user experience.**
* **Propelled development and execution of company’s first-ever strategic marketing plan including demand generation of rich content for lead nurturing to grooming sales-accepted leads.**
* **Established new, exclusive distribution contracts. Negotiated preferred-supplier status with Sigma Aldrich, Life Technologies and Courtagen Life Sciences. Doubled sales and improved margins.**

Talecris Biotherapeutics, Inc. – Research Triangle Park, NC 2009

*Biopharmaceutical company, producers and marketers of plasma-derived protein therapies.*

**Associate Director of Marketing, Pulmonology**

Contracted for 1-year term as a member of the marketing team for Prolastin alpha-1 antitrypsin deficiency treatment. Conceived, developed, and executed comprehensive digital marketing, social media and other CRM strategies; carrying out market research in support of sales goals. Drafted promotional materials and consulted on brand’s marketing strategy.

GlaxoSmithKline, Inc. – Bend, OR & Durham, NC Aug 2001 to Dec 2009

*British* [*multinational*](http://en.wikipedia.org/wiki/Multinational_corporation)[*pharmaceutical*](http://en.wikipedia.org/wiki/Pharmaceutical_industry) *and consumer healthcare company with 97K employees worldwide.*

Senior District Sales Manager**, RTP Respiratory Division** (2006-2009)

Hired, trained and directed 13-person sales team that sold products in multichannel markets. Evaluated and enhanced market analysis, business planning and performance metrics to ensure objectives were met. Spearheaded outperforming launch of Veramyst, a novel product, in a crowded marketplace.

* **Delivered 105.2% on national goal for key brands.**
* **Improved team’s ranking for sales-call effectiveness by 39.7%.**
* **Exceeded annual market share goal for Veramyst Launch, capturing 111.2% to national average.**

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**Senior Product Manager, HIV Division** (2003-2006)

Distilled strategic insights and financial analyses into effective practices and delivered guidance to team comprising 4 managers while supervising 2 direct reports. Responsible for marketing budgets up to $15M, including print, digital, and public-relations. Crafted direct-to-consumer advertising plans, spanning print, web, and conference advertising. Coordinated co-promotion tactics with Vertex Pharmaceuticals. Managed creation, regulatory/legal approval, and purchasing of promotional materials. Provided commercial insight to scientists regarding several clinical study designs and budgeting to ensure appropriate balance between scientific and commercial requirements.

* **Drove first year market share for Epzicom to 104.9% of forecast.**
* **Propelled incredible market share growth of 36.8% for Lexiva which had not exceeded sales goals in 20 months; finished year at 102.1% to forecast.**

**Marketing Development Associate** (2001-2003)

Rotated through market research, sales and marketing roles. Successfully managed pre-launch market research, for the blockbuster, +$1B product, Advair. Co-created brand-launch strategy for Lexiva.

* **Boosted brand’s market share 4.1% in six months compared to a national-average 1.1% gain, utilizing new, self-developed analytical tools.**
* **Garnered top-4% national award.**
* **Authored best practices: optimal sales call frequency, optimal sales resource allocation and impact database.**

**Additional Experience**

Led 50- to 250-person units, with broad-spectrum operational responsibility for planning, training, and team development, as **Infantry Officer** in the **United States Marine Corps** (1992-1999). Ranked top 5% of all junior officers for performance, and graduated from officer training ranked 2nd (out of 250 Marine Officers) for leadership, fitness and academics.

**Education**

Master of Business Administration – University of Virginia Darden School of Business – Charlottesville, VA

Bachelor of Arts in Economics – University of North Carolina – Chapel Hill, NC