

## DIRECTOR MARKETING, PRODUCT MANAGER

### Summary

- **Senior marketing and product management leader with proven ability to develop grow and retain investors through direct to consumer and intermediary channels.** Series 7 and 63 licensed.
- **Significant experience in the digital channel.** Developed business requirements for marketing, origination and eService websites; led design and development of content and approach; launched website reporting to assess results and understand pain points in sales process; led research studies to improve usability; launched SEO/SEM campaigns that delivered results.
- **Proven ability to manage through crises, adapt to changing market conditions, and pivot to address shifts in business strategy.** Led investor communication strategy/execution for program through 2008 financial crisis, including GE's loss of its AAA-rating. Improved cost efficiency of programs. Drove execution of strategy to reduce high dollar balances, which achieve desired result of reducing liquidity reserve requirements with limited impact on core investors. Currently leading the disposition/closing of investment products due to GE Company's sale of the majority of GE Capital's businesses.
- **Self-motivated collaborator and problem solver with ability to succeed while operating within a cross functional team environment.** Collaborate with Legal and Compliance teams to facilitate the timely review and approval of plans and materials. Manage budget and expense working with Finance to forecast requirements.
- **Strategic with strong executional skills - able to execute effectively with limited resources** . Led project plans and manage cross-functional project teams to drive execution of plans to deliver on goals. Define business requirements and lead vendor selection process -- oversee outsourced marketing, operational and customer service vendor support.
- **Excellent communication, people and crisis management skills.** Effective communicator in a variety of settings: distill summarize relevant metrics/performance based on audience; interface effectively with senior management. Ombuds leader for business unit with 680 employees - providing direct channel for employees to raise policy and non-policy concerns.

### Experience

Director Marketing, Product Manager 06/2006 - 09/2015 Argo Data Memphis , TN

- Lead strategy development and execution of marketing/product development and retention plans for direct to consumer investments (grew product to 140,000 investors with \$10 Billion).
- Drive conversions through the customer funnel, ensuring investors fund their accounts.
- Establish KPIs and interpret business metrics; manage and measure ROI across all campaigns.

Director of Marketing 09/2002 - 06/2006 Bickford Senior Living Worthington , OH

- Developed and implemented marketing/product plans for direct to consumer and intermediary sold GE Mutual Funds and GE Elfund Funds.
- Led development of website content, print ads, sales materials and investor communications.
- Communications leader for two platform conversion efforts: mutual fund transfer agency conversion and agent bank conversion.

Director of Marketing, Rollover Programs 09/1999 - 09/2002 Columbia University New York , NY

- Led business strategy development and marketing for 401(k) Rollover Program which annually captured 54% of rollovers out of GE 401(k) plan into GE Mutual Funds.
- Led efforts to grow internally focused rollover services model externally among institutional asset management clients.

Marketing Manager 10/1998 - 09/1999 Applied Intuition Los Angeles , CA

- Led marketing efforts to grow direct-to- consumer demand note program developed by GE Capital's Corporate Treasury as an alternative funding source to commercial paper.
- Evolved marketing strategy to utilize emerging online channel to grow investment pool by \$500 MM.

Vice President 01/1992 - 01/1997 Blackrock, Inc. Seattle , WA

- Sr. manager focused on developing direct mutual fund relationships with members of the American Association of Retired Persons through direct response marketing.
- Relationship manager responsible for day-to-day relationship with AARP.
- Set overall strategic direction for customer business building and retention efforts for a group of mutual funds developed and marketed to members of AARP.
- Responsible for planning/budgeting and executing to both.

Assistant Vice President, Membership Marketing 01/1989 - 01/1991 Bickford Senior Living Columbus , OH

- Led direct marketing/modeling efforts focused on developing relationship among AARP members.
- Responsible for development of targeting efforts based on models, creative development of traditional direct mail.

Assistant Vice President 01/1988 - 01/1989 University Of Washington Seattle , WA

- Led development and execution of business-to-business marketing programs selling Institutional Trust and Custody Services.
- Managed creative development and production associated with advertising, direct mail programs, newsletters and sales presentations.

Officer 01/1985 - 01/1988 Hunterdon Healthcare Clinton , NJ

- Provided editorial and design leadership in developing communications materials, direct mail pieces, newsletters in selling master trust and custody services to corporations, endowments, foundations and public funds.
- Project Manager on development of California Trust Company.
- Built RFP data base and developed and managed content to facilitate response to sales opportunities.
- Product Manager of Client Securities Reporting System.
- Responsible for system launch and roll out among Institutional Trust and Custody clients.

#### Education

1983 Bachelor of Science : Villanova University - Business Administration, Marketing City , State

Business Administration, Marketing Concentration

#### Additional Information

- GE "Six Sigma" Quality Trained Green Belt
- Registered Representative, Series 7 and 63

#### Skills

Advertising, Asset Management, vendor selection and management, business requirements, budgeting, business strategy, content development, conversion, data base marketing, creative development, direct mail, direct marketing, editorial review, mutual funds, investments, leadership, marketing strategy, marketing, materials, modeling, newsletters, presentations, product management, marketing/product, reporting, RFP, selling, sales, Securities, website usability