

## B2B strategic pathfinder. Agency leader. Relationship builder.

Drawing from my 25+ years of experience across international markets and audience types, I define marketing strategies and programs that spark an emotional connection and get results. My drive for a quality outcome is infectious and highly effective – leading teams to stretch and learn.

As a clear thinker, I'm able to communicate the logic of even the most complex ideas through to realization and understanding. In practical terms I rely on a combination of best practices, self-assessment exercises, process mapping and gap analysis to change how teams think about their customer. There's nothing better than seeing clients experience their 'aha' moment when they internalize a key idea – and know that I've helped reset the practical decisions they'll make every day in their marketing practices.

### EXPERTISE

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- Client leadership and relationship development
- Marketing planning and path-finding
- Workshop and Kaizen leadership
- Marketing automation strategy and maturity roadmap planning
- Buyer journey and content strategy development
- Direct response marketing including demand generation, lead generation, lead nurture and teleprospecting
- Thought-leadership content and best practices
- Team growth and individual mentoring

### EXPERIENCE

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**Principal – Caledonia Marketing, Portland**

**09/2018 to present**

Fractional CMO consulting to growing companies looking to improve demand generation and conversions throughout the lead flow.

**VP of Client Services - Dunthorpe Marketing Group, Portland**

**2007 to 08/2018**

Lead client services team in the development and growth of client relationships. Establish standards for client management and strategic deliverables. Identify and develop new lines of agency services to aid growth and stability. Member of Executive Leadership team.

Key Achievements:

- Built agency's reputation as a strategic contributor and pathfinder in areas of lead process optimization, marketing automation, buyer journey development, calling, content strategy and demand generation
- Translated best practices and insights on these topics into workshops and kaizens – building the workshop structure, materials, interactive exercises and output. Led over 30 client workshops/kaizens for clients such as KPMG, Tektronix, Microsoft, eBay Partner Network, Beckman Coulter, and Hach
- Developed standard model to assess current state and map out a path for achieving marketing automation maturity. Model used to assess maturity across 35 operating companies in the Danaher/Fortive conglomerate

- Grew client footprint in Danaher and Fortive conglomerate companies – from one Operating Company (in 2010) to 18 OpCos across the combined group. Speaker at Danaher global marketing events for company executive and marketing leadership (2015 through 2017)

**Consultant - Caledonia Marketing, Portland**

**2003 to 2007**

Marketing planning, consulting and strategic planning

*Clients served: Planar, Monsoon, ID Branding*

**Director of Client Services - AlloyRed (formerly RosenBrown Direct), Portland**

**2000 to 2003**

Grew in role to Director-level. Define A/S standards across agency. Lead all client planning efforts. Close collaboration with creative services leadership to deliver quality output that fulfilled strategic and response goals.

*Clients served: Lucent Technologies, Digimarc, MetLife, Louisiana-Pacific Corp*

Key Achievements:

- Established positive client services practices that increased client longevity and agency growth
- Stabilizing force for Account Services team during extreme organizational shifts
- Won \$1million project with Louisiana-Pacific to fulfill a class action notification requirement – including print advertising in over 6,000 titles and providing testimony to Special Master Justice Unis
- Developed post-deregulation marketing plan for Wisconsin Public Services
- Speaker at Direct Marketing Association's annual conference on topic of Marketing to Europe

## **EARLY EXPERIENCE**

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**Group Account Director – DMB&B (now Publicis Groupe), Edinburgh/London**

**1999 to 2000**

Drove client strategy, defined objectives and success criteria for creative output, mentored A/S team of 11, and ensured financial success of each account in my care. *Clients served: National Australia Bank European brands (\$15 million account), John Menzies (300-site retailer)*

**Partner – Seven: TwentySix, Glasgow**

**1997 to 1999**

Led client services team to deliver \$1 million revenue in first year of agency start-up. Defined customer loyalty program for Scotland's #2 power company in preparation for deregulation.

*Clients served: Scottish Hydro-Electric, Royal Bank of Scotland, National Trust for Scotland*

**Account Supervisor – Citigate, Edinburgh/London; Marketing Advantage, Edinburgh**

**1995 to 1999**

Leveraged knowledge and network within financial services industry to build out Scottish-arm of Citigate UK. Mentored a mixed team of creative/account services to deliver a higher quality and more consistent client outcome.

*Clients served: Fidelity Investments, Bank of Scotland*

**MarComm Manager/Technical Writer – Aegon UK & Guardian Royal Exchange, Edinburgh**

**1990 to 1995**

## **EDUCATION**

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: BA, Marketing, Robert Gordon University, Aberdeen, UK

: Diploma in Professional Marketing, Chartered Institute of Marketing, UK