

Summary

Marketing executive with extensive leadership experience in driving business results through leading-edge Marketing approaches.

Experiences range from executive roles in F500 companies and small and medium businesses, to leadership roles in Marketing Consulting firms, having worked across industries, including Financial Services, Business Services, Retail, High Tech, Packaged Goods, Telecom, Subscription/Membership and Direct Marketing.

Regarded as a thought-leader in Customer and Information-based Marketing, activities include teaching *Strategic Customer Management*, *Consumer Behavior* and *Marketing Analytics* to MBA students at Babson College and advisor to start-up businesses.

Core Competencies

- Marketing and Customer Strategy
- Executive Communication
- Building and Leading an Organization
- Driving Organizational Change
- Sales and Business Development
- IT Enablement of Business Strategies
- Customer Experience Strategy, Data and Analytics
- B-to-B and B-to-C Marketing
- Multi-channel and Online Strategy
- Marketing Measurement and Effectiveness
- Cross-Industry Experience and Best Practices

Experience

SAP

2009-Present

World-wide BtoB software leader, providing solutions to customers ranging from global enterprises to SMB providers with products ranging from ERP to CRM to Analytics software.

Vice President, Marketing

- Lead global *Insight-Driven Marketing* team to increase customer value, and improve marketing effectiveness & optimization through the development and application of customer management, analytic and measurement approaches.
- Increase Marketing ROI through Marketing Mix Optimization
- Drive incremental revenue through analytical-based quantitative Marketing approaches

Fidelity Investments

2005-2008

Leading Financial Services, Investment Management and distribution company, operating globally

Vice President, Marketing

- Elevated Marketing's impact in Fidelity's Retirement business through "from scratch" development of Customer Knowledge Center ("CKC")---11K clients, 13M consumers, professional staff 30+ (globally).
- Increased client sales of retirement products, through behavioral segmentation and predictive sales tools.
- Improved marketing spend effectiveness of >\$100M of programs through measurement and test-&-learn
- Increased productivity and reduced staffing costs (by 50%) by building an off-shore analytics group in India
- Embedded new Marketing approaches through sponsorship, avocation and funding of Marketing technology strategy, Marketing Data Warehouse development and related IT investments (approx \$10.0M over 3 years)

Kenneth Demma

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Quaero, LLC. 2003-2005

Marketing consulting firm serving F500 clients in Fin. Svcs, BtoB, Teleco and Lodging/Hospitality ('04 revs \$8M).

Senior Vice President and Practice Leader, Marketing Effectiveness

- General management of Consulting practice from Business Development through delivery
- Sold and developed largest clients to Quaero in 2004, accounting for 25% of revenues, and >50% profitability
- Achieved 100% client reference-ability and year/year growth in revenues from repeat clients >66% (2005)
- Improved competitive positioning through development of Marketing Effectiveness organization, methodology, proprietary deliverables and tool set.

Smart Revenue, Inc. 2002-2003

Start-up Customer Insight and Marketing Information firm, combining Market Research and CRM ('02 revs \$750K).

Vice President and Practice Leader "Real-Time Customer Management"

- Led solution sales to Fortune 1000 accounts, in CPG, Manufacturing, Pharmaceutical and Entertainment
- Raised average sale amount, representing >50% of 2003 sales volume through sale of integrated projects.
- Developed Sales and Marketing strategy to achieve revenue growth to \$10M in 18months

Euro-RSCG Circle 2001-2002

Advertising & Marketing agency, developing branded online channels, integrating CRM and Media ('01 revs \$8M).

Vice President

- Integration and delivery of brand strategy through Web site content, SEO/SEM tools, Online advertising, Email/online campaigns and enabling technologies
- Increased revenues/work scope by 80% for Campbell Soups, through conception, strategy and development of Customer-personalized infrastructure and branded interaction tools (i.e recipe exchanges, loyalty programs, etc.).
- Increased revenues/work scope by 70%. for Verizon Small Business through strategy and development of online as the primary relationship channel in a needs-based selling approach.

iXL/Tessera 1997-2001

E-business consulting and development firm ('00 Revs \$365M); acquired Tessera in 2000, for data warehousing and CRM expertise to form Enterprise Relationship Management (ERM) practice.

General Manager, Interactive Marketing Practice/Enterprise Relationship Mgmt Practice (iXL)

General Manager, Business-to-Business CRM Practice (Tessera)

- Improved client penetration through >\$6.0M in revenues ('00) of cross-sold interactive Marketing programs, including SEO/SEM, Online Advertising, Customer Experience strategy, Online and E-mail campaigns
- Improved profitability through multi-year/multi-project relationships at F500 clients, including Xerox and Lotus/IBM, based on BtoB CRM practice offerings.
- Led the development of the strategy practice; clients included Microsoft, Eddie Bauer, AIG, Charles Schwab

Affinity Group, Inc. 1995-1997

Lifestyle marketing co. managing memberships, magazine subscriptions, and related cross-sell ('97 Revs \$180M)

Vice President/Head of Marketing

- General management of marketing organization (24 people); drove revenues associated with customer acquisition, retention and cross-sell activities for members/subscribers.
- Revenue improvements of approximately 10% (year over year) per membership group.
- Expanded revenue opportunity and marketable audience by 4-fold through revised branding strategy.
- Improvement of retention by 10% and increased LTV (30%--forecast) through segment-based loyalty program.

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U S West (Now Qwest)

1992-1995

U S West Marketing Resources Group developed and sold diversified BtoB marketing services ('95 Revs - \$1.0B)

General Manager, Retail Database Marketing

- Introduction of the *Your Value Cardsm* program providing turnkey relationship marketing capabilities to small businesses, through a citywide Consumer loyalty card program. (1995 Revenues - \$4.0M)
- Increased business and consumer program participation (approx 10-fold, each) through revamped operating business model, program positioning, B-to-B and B-to-C target segmentation, and revised Sales approach
- Improved profitability by 40% through integrated operations platform for business mgmt and service delivery.

American Express, Inc.

1989-1992

American Express TRS manages the credit card, travel and lifestyle businesses of American Express

Sr. Director/Director, Database Marketing

- Developed and initiated Database Marketing strategies for business partners and internal Marketing clients.
- Presented and delivered American Express database capabilities to Fortune 100 business-building partners, across air, lodging/hospitality, retail, and corporate/BtoB industries.

Doubleday Book & Music Clubs, Inc.

1988-1999

A division of Bertelsmann AG, DBMC managed 9 subscription/membership-based book clubs, including the flagship Literary Guild popular book club.

Staff Assistant to Vice President of Marketing

- Primary assistant and analyst to Vice President of Marketing on strategic and Customer-related projects

Education

New York University: Stern School of Business (MBA, Marketing)

New York University: (BS, Economics)

Harvard Business School: Leadership in Professional Services Firms

Fidelity Investments: Executive Leadership Program

New York University: Certificate in Direct Marketing

Teaching, Writing, Speaking and Advisement

Babson College (MBA): Strategic Customer Management; Consumer Behavior; Marketing Analytics

International Institute of Analytics (iiA): Faculty 2012-Present

IDC: Big Data (October 2012)

Marketing Management: Determining Dimensions (October 2004)

Marketing Management: The New Learning Curve (July 2005)

High Performance Marketing: Book Contributor (Naras Eechambadi, Dearborn Publishing 2006)

e-Marketer: 2013, CMO Magazine: 2004, CRM Guru: 2003, Retailing Today: 2002, Jupiter: 2001, others

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Various Advisory positions