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Executive Summary

Customer obsessed Global Omni-Channel Marketing leader with 18 years of experience in digital and omni-channel across retail, tech and travel. Specialties include: inspiring large teams, increasing revenue and gaining market share. A builder and creator leader recognized for developing tech and experiences to drive revenue, ensure operational efficiency, and deliver the best customer experience.

Highlights

- Built the playbook transforming Microsoft's global retail omni-channel business growing revenue by \$4B over 2.5 years
- At Microsoft, developed omni-channel and digital marketing strategy for 400+ retailers globally
- At Marriott, negotiated 25-50% off rate card across addressable and non-addressable media
- Top 50 Marketer. Best of Verizon Media. Verizon Brandblazer Award. Silver Adrian Award.

Professional Experience

Marriott International, Maryland

Global Vice President of Marketing, Media

11/2019-Present

For the business recovery campaign, we implemented an entirely new Go to Market strategy coupled with a new agile media operating model across all 30 brands globally. We streamlined our internal operations, enabled even faster data driven optimizations, and brought together a "truly connected" global and local market model. In addition to internal changes, we built a new partner strategy for "fewer, deeper partnerships" with clear requirements for audience targeting and addressability at scale, measurement, dynamic creative, and privacy compliance. We built an arsenal of tools to better understand the rapidly changing travel landscape, guide our strategy, and pivot quickly.

- Rebuilt the go-to-market strategy which enabled ROI at-par with pre-COVID levels
- Grew awareness, consideration and bookings for Marriott's 30+ hotel brands and the loyalty program resulting in \$3.2B in incremental revenue to Marriott's direct channels
- Built a dynamic creative development and deployment platform that served as a global solution to brand and performance asset creation
- Building from the ground up the Marriott Media Network to drive and diversify revenue streams

Pinterest, Seattle

Global Head of Vertical Strategy and Marketing

5/2018-10/2019

Was brought in to drive the top three non-endemic verticals in order to hit the revenue and growth targets in order to take the company public. Due to exceeding those targets and brand favorability, the company went IPO six months early than forecasted.

- Grew revenue contribution from 4% to 12% of revenues via partnerships and media strategy
- Brought in the biggest tech companies onto the platform, driving impact on both sides
- Increase awareness as Pinterest storyteller; to drive adoption, scale, revenue across travel, telecom, and tech verticals in collaboration with leadership

Microsoft, Seattle**Global Director of Marketing, Omni-Channel and Digital****11/2015-5/2018**

- Built the playbook transforming Microsoft's global retail omni-channel business growing revenue by \$4B over 2.5 years
- Developed omni-channel and digital marketing strategy for 400+ retailers globally
- Increased ecommerce sales contribution to 47% of total retail revenue with marketing business and distribution plans to increase purchase intent, conversion, and attach
- Developed video digital marketing training for entire organization – NSAT score 160/4.6
- Partners digital health score up 59% worldwide; reporting a 10-pt sales lift
- Syndication to 509 retailers' in 60 countries, drove \$36MM in revenue and 83MM impressions
- Ratings and reviews program generated \$216MM incremental revenue via partner syndication
- Leadership accountability for management of 110 person global marketing team

Holiday Inn, Dallas**National Director of Marketing, Digital and Ecommerce****8/2014-11/2015**

- Yielded 30% lower cost of customer marketing acquisition; allowing for redistribution of marketing budget to high performing channels using sales leading metrics
- Performance advertising using buyer personas improving hotel and resort AOV by 44%
- Increased online lead conversions by 46% via changing consumer marketing strategy from an outward-market focus, to a customer-centric focus via content marketing, social and SEO

Wingstop Restaurants, Dallas**Global Director of Marketing, Digital and Ecommerce****7/2011-7/2013**

- Lead technical improvements across channels with launch of web and mobile platforms and databases; consistency in increasing net sales contribution by 38% and AOV by 52%
- Created industry leading CRM and brand program; expanding customer base by 137%
- Positioned the company for global expansion in EMEA and APAC

Verizon, Irving**Global Sr. Marketing Manager, Online****1/2008-3/2010**

- Delivered \$1.04B revenue annually via integrated marketing; with online budget of \$72MM
- Increased FiOS orders to 120% over forecast, and increased High Speed Internet orders by 17%, via digital media buying and continuous improvement of marketing operations
- Increased Direct Response productivity by 31% in two years; implemented multivariate testing, adoption of targeting solutions, and improved messaging relevancy while compliant with legal
- Pioneered innovation for growth of digital video, rich media, social media content, mobile, and sponsorship's increasing switching intent by 19%; keeping pace with changing landscape

Education

Executive MBA with emphasis in Marketing, Finance and Innovation
Southern Methodist University - Cox School of Business

Modern Marketing Certificate - Customer Centricity, Corporate Strategy and Value Creation
Wharton School of the University of Pennsylvania