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DIGITAL MARKETING & SALES LEADER WITH BUSINESS DEVELOPMENT & TEAM BUILDING EXPERTISE

25+ years of Sales & Marketing leadership, driving growth and innovation across diverse sectors: Business, Finance, Health, Home, Construction, Legal Services.

- **Revenue Growth:** Spearheaded initiatives at liftDEMAND generating \$550M+ in business opportunities with a 95% client retention rate.
- **Sector Expertise:** Delivered tailored marketing solutions for B2B/B2C clients, leveraging deep market understanding.
- **Digital Strategy:** Directed comprehensive campaigns for 1,000+ clients, utilizing SEO, SEM, PPC, content marketing, and advanced automation.
- **Operational Efficiency:** Achieved 35% cost reduction, doubled inspectors, and increased sales by 75% as President of NBI.
- **B2B Success:** Drove 29% YoY growth in B2B sales at New Pig, securing a \$6M contract with General Motors.
- **Entrepreneurial Impact:** Co-founded Teledirect, tripling marketing effectiveness through innovative, data-driven strategies, growing the team from 5 to 50+ employees.

CORE SKILLS INCLUDE SUBSTANTIAL EXPERTISE IN THE FOLLOWING

Marketing Strategy and Planning:

- Brand Development, Business Intelligence, Data Analytics, Data Analysis Tools, Market Research, ROI Analysis, Strategic Communications

Traditional Direct Marketing:

- Catalog, Direct Mail, Events, Telemarketing, Trade Shows

Digital Marketing:

SEO, SEM, PPC, Online Advertising, Email Marketing, Content Marketing, Conversion Optimization, Mobile Marketing, Social Media, Video Marketing

Data Privacy & Compliance:

- Cybersecurity Awareness, FINRA Compliance, HIPAA Compliance, Privacy Compliance, Vendor Compliance

Sales Management and Business Development:

- Account Management, Business Development, Consultative Selling, Lead Generation, Sales Coaching, Sales Plans, Sales Forecasting, Sales Strategy Development, Strategic Partnerships

Customer Engagement and Service:

- CRM Proficiency (e.g., NetSuite, SugarCRM), Client Issue Resolution, Marketing Automation, Public Relations

Management and Leadership:

- Budget Management, Change Management, Coaching, Leadership, Recruitment, Strategic Planning, Team Building

Industry-Specific Expertise:

- Finance, Home Services, Insurance, Manufacturing, Medical Devices, Mortgage, Real Estate, SAAS

EXPERIENCE

Chief Marketing and Digital Officer | liftDEMAND Greendays Group Inc | Santa Monica, California, United States | August 2002 - Present

- **Generated \$550M+ in B-to-B and B-to-C Opportunities:** Uncovered new business opportunities for clients through strategic initiatives.
- **Led Digital Marketing for 1,000+ Clients:** Executed online marketing campaigns using agile planning, tracked through Google Analytics.
- **Maintained 95% Client Retention for a Decade:** Achieved industry-leading retention, showcasing exceptional client loyalty.
- **Developed Full-Stack Demand-Generation Funnels:** Built marketing solutions including reputation management, social media, content, supported with marketing automation.
- **Architected Secure WordPress Cloud with Marketing Tools:** Created a secure WordPress platform with marketing capabilities and smart SEO.
- **Enhanced ROI and Minimized Costs:** Outperformed competitors through innovation, niche market research, and strong P&L management.
- **Spearheaded Artificial Intelligence Initiative:** Integrated AI into content development, Wordpress development, sales coaching, ad design, ad management, and video production.

Investment Representative | Edward Jones | Marin County, California, United States | September 2001 - August 2002

- **Designed Integrated Business-to-Consumer Marketing Strategies:** Utilized comprehensive analysis to understand client's current financial condition and desired future. Acquired 85% to 95% of client portfolios, employing diverse financial tools to maximize performance and growth.

- **Created Marketing & Sales Strategy in Marin, CA:** Collaborated with team to craft and execute a pioneering strategy, overcoming local market barriers by engaging high net-worth business owners and utilizing advanced data mining for effective market infiltration.
- **Guided High-Value Client Portfolios with Strategic Marketing Expertise:** Managed portfolios exceeding \$250,000, aligning strategies with individual financial objectives and market dynamics, demonstrating expertise in financial management and a total understanding of target market.

President | National Building Inspectors | Walnut Creek, California, United States | June 1999 - September 2001

- **Revitalized Leading Home Inspection Firm:** Transformed CA's top inspection company, cutting costs by 35%, doubling inspectors, and boosting sales by 75% through growth-focused marketing strategies.
- **Enhanced Sales via Data-Driven Approach:** Increased order size by 42% with targeted data strategies, showcasing strong market understanding for tangible sales growth.
- **Modernized Image:** Led rebranding efforts, modernizing logo, tagline, and uniforms to reinforce company identity.
- **Innovated with Wearable Tech:** Pioneered wearable computer systems, increasing efficiency by 150% and highlighting customer-centric focus.
- **Executed B2B Direct Marketing:** Combined database and traditional strategies including RFM analysis for effective B2B outreach, showcasing adaptable marketing tactics.
- **Managed Full P&L:** Oversaw financial stewardship and business operations, merging marketing and financial insight.

Director of Sales | New Pig | Tipton, Pennsylvania, United States | August 1997 - June 1999

- **Delivered 29% YoY B2B Growth:** Spearheaded B2B sales transformation through high-touch, database-driven marketing. Streamlined sales teams into specialized roles, demonstrating nuanced marketing insight.
- **Secured \$6M GM Contract:** Won substantial General Motors contract by precisely customizing strategies to meet specific client demands, even at premium pricing.
- **Achieved 35% Federal Government Sales Boost:** Elevated federal sales by 35% YoY, utilizing specialized catalogs and direct marketing for military sites. Garnered multiple best supplier awards, displaying niche marketing prowess.
- **Balanced P&L for Financial Efficiency:** Managed Profit and Loss responsibilities, aligning marketing initiatives with fiscal boundaries for sustainable growth, showcasing a blend of creative marketing and financial acumen.

VP of Marketing & Sales | Teledirect, Inc. | Seattle, Washington, United States | April 1992 - August 1997

- **Guided Startup from 5 to 50+ Employee Growth:** Cultivated collaborative environment fueling tenfold business expansion, merging talent management with marketing-sales alignment.
- **Innovated High-Touch Database Cold-Calling:** Pioneered B2B/B2C strategies nurturing leads through complex sales processes, showcasing tech-driven marketing and personal engagement.
- **Tripled Impact with Multi-Layered Marketing:** Integrated mined data into advertising, direct mail, and sales campaigns, boosting effectiveness by over 300%, demonstrating mastery in data-centric marketing.
- **Served Elite Clients Across Industries:** Catered to prominent client roster in Finance, High Tech, and Health & Medical sectors, showcasing adaptability and targeted marketing expertise for B2B and B2C segments.
- **Managed 50+ Specialist Team and P&L:** Co-founded company, effectively managing Profit and Loss for extensive specialist team, demonstrating leadership in marketing and fiscal responsibility.

EDUCATION

MBA, Business | Heriot-Watt University | Minor in Economics

2026

CERTIFICATIONS

Life Insurance | California Department of Insurance | 2001

Series 63 | FINRA | 2001

Series 7 | FINRA | 2001

President's Club | Sandler Training | 1999

Schedule Contracting | The George Washington University | 1998

Government Contract Audits | The George Washington University | 1998

Real Estate License | Washington State Department of Licensing | 1991