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QUALIFICATIONS SUMMARY

Data-driven executive specializing in growth marketing, digital omni-channel, martech and analytics  
Success managing large-scale agency and media partnerships to drive business momentum and unique value  
Global leader operating multi-regional teams and initiatives with cultural empathy  
Profit and loss management to \$40MM, team responsibility of 50+; tenure in retail/ecommerce, agency, consulting, SaaS technology, and startup-through-growth stage VC and PE-backed organizations

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WORK EXPERIENCE & ACCOMPLISHMENTS

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**FreshDirect | FoodKick**

*\$750MM+ Digital native online grocer & on-demand food, grocery, wine & spirits*

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**SVP, Head of Marketing | 2018 – Present | New York, NY**

Responsible for customer experience and marketing across all channels, brands and lines of business. Own overall media spend and agency management for FreshDirect, FoodKick, and FreshDirect at the Office. Team of 20+ including creative, photo and brand. Full profit and loss responsibility. Reporting to Chief Revenue Officer.

- Restructured marketing organization and agency/partner roster in support of Digital Upskilling Plan:
  - Growth Marketing, Brand Content, Customer Journey – alignment of teams, tools, process, data and technology. Roll-out of strategic planning and OKR framework.
- For 2018 FY, achieved +41% of revenue target and +19% of profit/loss target
  - First 180 Days: +35% topline revenue growth, 38% improvement in marketing dollars per order
- +63% YoY FoodKick revenue growth with over 90% MoM retention and 60+ net promoter score

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**Omnicom Media Group | Annalect**

*\$15B+ Global media holding company; Data and marketing technology center-of-excellence*

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**(SVP) Global Director, Data & Technology Consulting | 2016 – 2018 | New York, NY**

Led client marketing and global digital marketing transformation projects with responsibility to Omnicom Media Group and Annalect. Data-driven marketing vision, strategy, development, and execution across matrixed global client teams of 50-100+. Owned centralized global enablement and delivery of customer data platforms and omni-channel marketing strategy for select clients. Reported to Global President.

- Outside-in transformative workstreams with global clients: McDonald's, Bacardi, PepsiCo, Nissan, FedEx
  - Example: McDonald's global performance marketing – supporting Velocity Growth Plan: +5.5% Global Comparable Sales, +6.0% for McDonald's International Lead Markets representing +\$3.5 Billion increase in global sales
- Led first global delivery of consulting workstreams
- Developed CMO playbooks and executive education curriculum: creating leverage through first-party data, reframing walled-garden partnerships, data-infused commerce experience

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**Signal**

*Disruptor SaaS MarTech Company, ranked #1 on the Deloitte Fast 500, #3 on the Inc. 5000. \$81.5MM venture funding.*

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**Global VP, Strategy & Partnerships | 2013 – 2016 | Chicago, IL**

Responsible for practice group selling and delivering growth marketing and data strategy consulting to Retail and CPG verticals. Partnered with brand VPs/CMOs to manage marketing technology across adtech, marketing cloud, analytics and customer data platforms. Internal go-to-market and expansion into LATAM, EMEA, APAC. Managed global commercial partnerships across media agencies and platforms. Reported to Global Chief Strategy Officer.

- 10x topline recurring revenue growth 2013-2016, 3x increase of avg. annual contract value (ACV)
- Grew client base from 100 to over 30,000 active accounts in 2.5 years

- Select client engagements: Zappos (US), Target (US), Burberry (UK), ASOS (UK), Nordstrom (US), P&G (Global), Sephora (US), Levi's (EU), Kohl's (US), McDonald's (US), Kraft (US), Anheuser-Busch InBev (US), ROIx (BR), Global Data Bank (BR), Coles (AU), Yahoo!Japan (JP)

### **VP, Analytics & Connectivity | 2012 – 2013 | Chicago, IL**

Established analytics practice and subject matter expertise supporting sales and client success teams. Principal consultant for data-driven marketing performance tactics for Tier 1 Enterprise accounts. Led product development and product marketing for marketing science buyer persona. Reported to SVP of Client Services.

- Implemented analytics consultancy channel programs creating +120% year-over-year improvement in deal win-rates and creation of over \$USD 5MM in company value
- DAA Digital Analytics Rising Star 2013 Finalist, speaker at eMetrics, Shop.org

## **Publicis Groupe | Digitas North America**

*\$667MM Digital Transformation Agency, 2x Gartner 'leader' Global Digital Marketing Agency*

### **Account Director, Strategy and Analytics | 2012 | Chicago, IL**

Responsible for tactics and analysis for digital performance portion of **Sprint** (NYSE: S) \$USD 1 billion+ ad spend driving \$USD 27.1 billion in wireless services revenue. Oversight across all channels including social, mobile, brand/non-brand search, display, retargeting, and branded content. Reported to SVP of Strategy and Analytics.

- +15% year-over-year increase in total wireless service revenue to record high
- +18% year-over-year increase in postpaid net additions to record high
- +5% year-over-year increase in ARPU to record high of \$USD 63.05
- Created internal conversion rate optimization (CRO) team

## **Restaurant.com**

*A mid-market eCommerce company connecting restaurants and diners nationwide via 50,000+ US-based restaurants.*

### **VP, Analytics & Performance Marketing | 2010 – 2012 | Chicago, IL**

Responsible for digital media performance, demand generation, customer lifecycle, content and customer experience optimization via cross-functional teams. Led dedicated team of 10 supporting paid media optimization, marketing mix, and FP&A across all company business lines (Direct-to-Consumer, Incentive & Loyalty B2B Marketing and Restaurant Partner Marketing). Profit and loss responsibility. Reported to CMO/President.

- Grew topline revenue \$USD 20MM to \$USD 60MM. Increased conversion rate by +275%
- Created experience optimization group with cross-departmental resources (UX, Dev, IT, Marketing), generating +1100% ROI on resource and technology costs
  - Recognized by Adobe Customer Advisory Board as a corporate mentor for Conversion Rate Optimization
- Selected as speaker at Shop.org, eTail, IRCE, Adobe Summit, eMetrics, DAA Symposium

### **Director, Marketing Analytics | 2009 – 2010 | Chicago, IL**

As company's first data-driven hire, built performance marketing and analytics teams. Optimized performance across all consumer digital marketing campaigns and channels including: display, social, search, and email. Led marketing technology selection and vendor management. Reported to Chief Marketing Officer.

- Doubled marketing revenue contribution in one year through establishing customer segmentation and lifetime value KPIs for channel marketing and optimizing towards them
- Led company-wide deployment of Adobe Marketing Cloud

## **Cision**

*\$632MM Global public relations and earned media software company and services provider. NYSE: CISN*

### **Sr. Manager, Strategic Marketing & Operations | 2008 – 2009 | Chicago, IL**

Established internal capabilities for marketing science and performance media to support lead generation. Led CRM marketing and sales operations, co-managed profit and loss. Ownership of content optimization and customer experience for all digital properties. Reported to VP Marketing, Americas.

- Selected by the EVP, Americas to lead executive education on analytics to drive business strategy
- Optimized performance media to generate +68% increase in qualified leads

- Implemented predictive lead-scoring resulting in \$USD 2.5MM in incremental revenue

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### **Acxiom Corporation**

*\$1.4B global leader in marketing technology/services, identity resolution & people-based marketing. NASDAQ: ACXM*

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#### **Manager, Quantitative Solutions | 2006 – 2008 | Rochester, NY**

Lead marketing intelligence consulting engagements across retail, travel, and finance verticals. Projects spanning customer acquisition, segmentation, audience targeting, retention modeling, cross-selling, and dynamic pricing.

- Led delivery of cross-selling strategy for PayPal generating \$USD 18MM incremental revenue
- Instrumental in closing largest US bank (Citi) as retained client

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### **Nixon Peabody LLP**

*A 'Global 100' law firm with 700+ attorneys in multiple practice areas and \$458MM in revenues*

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#### **Creative Services | 2003 – 2005 | Rochester, NY**

Central manager for all aspects of digital and traditional creative production across thirteen US offices in top-tier corporate law firm. Managed outsourcing and scheduling. Managed requests and deadlines for 700+ attorneys.

#### ACADEMIC CREDENTIALS

**M.B.A. – Business Administration & Marketing:** ROCHESTER INSTITUTE OF TECHNOLOGY .....Rochester, NY  
*—U.S. lead for International wine/spirits market research collaboration with Cambridge University, UK.*

**B.S. – Graphic Media Marketing & Business:** ROCHESTER INSTITUTE OF TECHNOLOGY .....Rochester, NY  
*—Magna Cum Laude, Double-major, Presidential Scholar*  
*—Captain, Rugby Upstate Regional & NYS Championship Team; Founder & President, RIT Weightlifting Club*

#### ADVISORY RELATIONSHIPS & PROFESSIONAL ORGANIZATIONS

#### **Digital Fuel Capital | Advisor | 2016 – Present**

- Advise fund management and portfolio companies on growth marketing strategy, data-driven execution
- Produce content for annual summits, programming, speaker relations, etc.

Digital Fuel Capital invests in vertically integrated eCommerce businesses that offer proprietary, customized, complex, or niche products to passionate enthusiast consumer groups.

#### **Interactive Advertising Bureau (IAB) | Committee Member | 2014 – Present**

- Assure the ongoing validity, reliability and fairness of industry-standard exam for digital data solutions
- Produce new exam content and review content performance after each exam window.

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 650 leading media and technology companies.

#### **Digital Analytics Association | Head of Global Marketing | 2010 – 2015**

- Youngest ever committee chair, selected via intensive interview and panel selection process
- Lead rebranding efforts, grew membership base 3x with a 120% improvement in retention

The DAA mission is to advance the use of data to understand and improve the digital world through professional development and community.

#### TEACHING AND SPEAKING ENGAGEMENTS

- Lecturer of Marketing Technology, Data & Analytics at Kellogg School of Management, Northwestern University
- Lecturer of eCommerce Performance Marketing at Northern Illinois University
- Speaker at eTail, Shop.org, IRCE, Adobe Summit, I-COM, Digiday, eMetrics, DAA Symposium, VMA Media