

## Candidate Profile

Over 15 years of proven talent in executive leadership, marketing, branding, product development and growing talent. Conceives and executes marketing strategies that have driven more than 500% in audience engagement and year over year revenue growth of 50%+. Past roles include successes as an event marketing CEO and VP-level marketing executive. Documented talent in brand management, marketing strategy, business intelligence, corporate communications, building happy productive teams, and hands-on skills from concept to completion. Led teams of more than 40 people and P&L responsibility for budgets exceeding \$7M. Balanced emotional intelligence acumen with a history of creating talented staff and providing respected input on the C-Suite team.

## Work Experience

### **Director of Marketing and Sales ■ Moss Motors Ltd.; Goleta, CA — 2019 to Present**

- Leading a staff of 2 senior managers and 40 staff members, directing P&L for budgets exceeding \$5M, VP-level responsibility for all sales, customer service, technical service and marketing teams.
- Conceiving and executing marketing plans which produced a record increase of 40% gross revenue in 2 years. Now focused on retaining that growth YoY.
- Directing SEO plans and external analytics agencies to grow web traffic by 200% and social media engagement increases by more than 110%.
- Promoted to head of North American Sales and Customer Service teams after 1 year as Director of Marketing.
- Rebuilt the Marketing team into a highly functional and fully integrated print, digital, social, influencer and event marketing group.
- Key member of corporate crisis management and communications team, pivoting strategies for pandemic response, remote workers and supply/logistics issues.

### **Experiential Marketing Manager ■ AMSOIL; Superior, Wisconsin — 2017 to 2019**

- Lead a team of 4 direct reports with the sole responsibility of 60% of the entire marketing department budget and ROI ownership for all AMSOIL racing, events and influencer marketing.
- Generated consumer product awareness through motorsports racing events, trade show exhibits, influencer marketing, experiential marketing events, content development, dealer programs and sales promotions that hit sales profit targets.
- Focused key sponsorships and brand affiliation partnerships with BF Goodrich, KLIM, ODI and other endemic brands in the automotive and power sports industry to drive a 40% YOY increase in AMSOIL brand engagement.
- Gave personal hands-on training in software, techniques and organizational tools that led to increased productivity and effectiveness by 30%.

- Created a first of its kind campaign resulting in a 26% increase in sales using a mix of social media, direct email and on-site event activation.
- Manage a large portfolio of athletes, teams, brand ambassadors and event sponsorships aimed at increasing strategic alignment with corporate sales objectives.
- Created a 50% growth of social media/influencer content, videos, images, testimonials and editorials for use in advertising across all media channels.

### **CEO / Executive Director ■ Iron Dog, Inc.; Anchorage, Alaska — 2010 to 2017**

- Increased company revenue by 100% in 2 years through progressive and creative market strategies.
- Provided organizational management, strategic planning, vision and leadership for Iron Dog and its events spanning 23 communities, remarkably elevating the organization's reach and brand recognition as "the longest and toughest snowmobile race in the world," generating record levels of funding, event attendance and media exposure.
- Successfully generated national and international media coverage, including "first-ever" live television broadcasts and national television documentaries, improving event participation, public engagement and sponsor loyalty.
- Directly responsible for increasing the organization's overall profitability, and multiplying bottom-line revenue by an astonishing 2,000% in less than 4 years.
- Developed and expanded the organization's social media presence, increased public engagement by more than 500%, notably quadrupling the engagement numbers to more than 7.25 million throughout the 5-day event.
- Organized and developed strategic business relationships and new fundraising opportunities, increase charitable donation dollars by 120%.
- Successfully negotiated with local policy, permitting, Native lands, city, borough, state and federal negotiations including BLM, Air Force, Homeland Security, Army Corps of Engineers and many other private or public organizations.
- Negotiated with BRP, a Fortune Global 500 manufacturer, to establish a new licensed and branded product; the "Iron Dog Edition" Ski-Doo snowmobile that further expanded brand awareness and recognition.

### **Marketing Director / Interim CEO ■ MacKinnon Marine; Anchorage, Alaska — 2015 to 2017**

- Capitalized on extensive organizational management and global product development expertise to guide marketing, new business development, manufacturing and global product development of a newly created segment of watercraft the Alumaski Sport Utility Boat.
- Led branding and creative art strategies for the B2B consumer market in support of new business development, positioning Alumaski as a versatile fuel-efficient personal watercraft with the stability and capabilities of an aluminum riverboat.
- Hands-on web development and analysis of traffic, Google Ads and related digital/social media advertising platforms.
- Conceived and implemented VIP sales tours focusing on the Western Canadian and Pacific Northwest regions, stimulating sales for the company that grew sales by 50%.

- Transformed corporate mission, vision and objectives into comprehensive business strategies and plans for market growth and profitability, maintaining strict adherence to legal guidelines and ethical standards.

## **VP of Marketing / Creative Consultant ■ Self-employed; Anchorage, Alaska — 2005 to 2016**

- New media and digital marketing consultant for agencies, start-up businesses and other small to medium sized B2B/B2C businesses. Primary services also included web design, marketing strategies, social media campaigns and creative direction.
- Conducted market research and reported on clients' competition. Developed technical and non-technical marketing presentations, public relations campaigns, articles and newsletters.
- Managed and coordinated post-production video editing, motion graphics design, compositing and quality assurance reviewing.
- Scheduled shoots and set up filming by communicating with talent and crew.

## **Additional Work History**

**VP Sales and Marketing** (2007–2010) ■ Perfect Blend Media, LLC

**CEO and Head of Marketing** (2005–2007) ■ Popchair Creative Agency

**Internet Content Manager** (2000–2005) ■ GCI - General Communication Inc.

**Project Manager, Starbucks X Initiative** (1999–2000) ■ Starbucks Corporate

## **Skills, Tools and Functional Experience**

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| <ul style="list-style-type: none"> <li>• Business development and planning</li> <li>• Coaching and mentoring</li> <li>• Strategic planning</li> <li>• Product lifecycle management</li> <li>• E-mail and direct mail marketing campaigns</li> <li>• ROI Analysis</li> <li>• Story development and brand management</li> <li>• Relationship building and rapport</li> <li>• Brand licensing agreements</li> <li>• Multiple CMS and CRM skills</li> <li>• Advanced Adobe CS skills including Photoshop</li> <li>• Intermediate Premiere/Final Cut video editing skills</li> <li>• Advanced to Expert experience in most social media platforms</li> </ul> | <ul style="list-style-type: none"> <li>• Quantitative and qualitative market research</li> <li>• Sales funnel development</li> <li>• Corporate leadership</li> <li>• Business alliances</li> <li>• Capital expenditures</li> <li>• Vendor negotiation</li> <li>• Order management</li> <li>• Operational leadership</li> <li>• Full P&amp;L responsibility for budgets greater than \$7M USD</li> <li>• Windows &amp; MacOS fluent</li> <li>• Basic HTML, CSS and related web-language programming</li> <li>• Advanced MS Office skills including Word, Excel and PowerPoint</li> </ul> |
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## **Education and Licenses**

Mechanical Engineering / Southern Nazarene University  
 Mechanical Engineering / University of Oklahoma

Class B Commercial Driver License  
 Certificated Private Pilot / Aircraft Owner