LEADMAN & ASSOCIATES

SOLUTIONS BUILT FOR SUCCESS.

Candidate ID:

CANDIDATE # 05-55 (Executive Marketing Leader)

Candidate: Executive Marketing Leader

Currently located in Metro Detroit, open to remote, hybrid/on-site opportunities

This passionate digital-first marketing candidate has decades of experience across industries due to equal agency and client side experience, including CPG, retail, QSR, subscription services, SAAS, durable goods and automotive with mid-sized growth companies as well as large Fortune 500 companies.

Top Accomplishments:

- Generating more than $2MM in acquisition synergies.
- 100% retention in first year post-acquisition.
- Guided brand growth to achieve 44% unaided awareness gains, 14% improvements in web traffic.
- Designed new technology stacks for multiple companies to drive growth initiatives -- for multiple companies.
- Delivered 541% e-commerce order growth.
- Supported 9-16K dealers and retailers and developed programs that effectively doubled marketing budgets -- for multiple companies.
- Spearheaded analytics dashboards that supported improvement of web traffic by 14%.
- Improved NPS to be 129% higher than the category leader.
- Highly experienced in standing up in-house teams, crisis preparedness/management, brand architectures, media.

Candidate's motto: Team before self.

This candidate is actively on the market and open to new opportunities.

If you are interested in learning more about this candidate, please contact Leadman & Associates at: info@leadmanandassociates.com with the candidate's ID in the subject line or by calling Tonya at (717) 475-0554.

This document and any accompanying documents contain information belonging solely to Leadman & Associates which may be confidential and legally privileged. This information is only for the use of the individual or entity to which it was intended.