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SENIOR MARKETING LEADER

Energetic leader who builds purposeful marketing organizations focusing on collaborative relationships with sales and product teams. Strong revenue marketer with experience in serving 10 corporate business lines at one company and a strong track record of successful Go-to-market launches. Served on senior leadership teams delivering marketing initiatives with KPI's that align with business revenue goals.

Built differentiated brands for six emerging and large companies and countless services. Developed compelling customer journeys to increase loyalty and affinity. Created effective communication programs to engage employees.

Strategy
Brand Positioning
Corporate Communications

Digital Marketing
Revenue Marketing
Measurement/ROI

Demand Generation
Employee Engagement
Sales Engagement

PROFESSIONAL EXPERIENCE

National Marketing Leader
UHY Consulting, Atlanta, GA

2020-Present

Reinvigorated and redefined the marketing function for UHY Consulting, an affiliate of UHY LLP, a top 30 national professional services firm, and UHY International, a top 20 global accounting firm.

- Rebranded the firm to create a unique, bold brand that fully leverages the points of differentiation, unique methodologies and collaborative client relationships.
- Developed the RFP messaging and creative for one of the largest restaurant companies in the U.S. including, C-level presentations, microsite containing customer testimonials, and an-depth case study with key results outlining a similar program from start to finish. Won the engagement that will net \$15M over a 3-year period, a game changer for the consulting firm.
- Implementing integrated marketing campaigns for the firm's key services – transaction services, cybersecurity, finance automation, digital transformation, interim finance consultants – leveraging for the first time, the national UHY network, partner marketing funds, and LinkedIn and digital advertising resulting in qualified leads, new client acquisition and brand awareness.
- Reorganized the key services to better communicate the capabilities and differentiators within the firm's competitive space, including continuous improvement and sustainable results.

Senior Vice President, Marketing
Transcard, Chattanooga, TN

2019-2020

Developed the marketing strategy and team for Transcard, an integrated technology and payments fintech company. Refined brand positioning and messaging to communicate its market-leading technology.

- Teamed up with a BNY Mellon, a top ten commercial bank, to launch a corporate payments platform (with RTP as one of the payment choices) for their customers.
- Reinvigorated marketing relationships with financial services partners, including the development of a new business solutions package with expense management and payroll/1099 payments.
- Created an engaging series of videos with Mastercard to promote joint offerings with Transcard.

Senior Vice President, Head of North America Marketing, 2013 – 2018 **2009-2018****Elavon**, Top 5 Global Payment Processor, Atlanta, GA

Built a large marketing team of 20+ staff that supported a \$1.2B payments business with 10 different business lines. Created marketing strategy to support business and revenue goals. Partnered with business and sales leaders to deliver leads and build pipelines. Managed \$7M budget.

- Collaborated with Product, Finance, Operations and Sales leaders on Go-To-Market programs.
 - Garnered 1,400 qualified commercial leads a year for the enterprise sales team.
 - Implemented digital marketing with Costco that targeted SMB's and drove 15% of all inbound leads within 18 months.
 - Developed campaigns with partners that resulted in a 10% - 97% lift in referrals (avg. 20% each).
 - Provided monthly reporting and metrics on all marketing programs.
- Grew the Elavon brand and positioned the company as an industry leader.
- Using marketing automation and digital communications, managed all customer and crisis communications and kept customers informed of impacts to their business.
- Increased customer activation rates by 13% through improved customer onboarding experience.
- Dedicated team leader with the highest employee engagement scores two years running and selected for Elavon's Inspiring Global Leadership program.

Elavon Senior Marketing Contractor, 2009-2013

Managed various large-scale, global marketing projects for Elavon, working directly with leadership of Corporate and European Marketing, Product, Product Management and other internal stakeholders.

- Collaborated on a global thought leadership campaign for security solutions focused on the total cost of payments. Resulted in multiple large, customized implementations averaging \$200,000 each.
- Led six-month marketing program to launch Union Pay, the leading issuer brand in the Asia Pacific to 650,000 Elavon U.S. merchants. Significantly impacted 2011 4Q revenue by \$4M.
- Developed value propositions and product positioning for Elavon's Contactless payment capability to its merchants in Poland, Germany, UK and Ireland. Resulted in successful pilot programs.

Founder & Partner – Marketing Services Firm **2010-2013****Lunation Marketing**, Atlanta, GA

Delivered senior level marketing services to businesses, including SaaS, staffing, financial services, residential services and manufacturing.

- Increased new clients 50% over two years for a leading Intuit QuickBase developer – only one of 30 in the U.S. Clarified offerings and identified enterprise capabilities. Created brand identity and developed online presence with videos, blog, online newsletter, e-mails and client communications.
- For largest temporary staffing agency in Atlanta, developed new positioning and value messages for corporate brand. Analyzed applicant experience and updated all materials, including branding the branch offices. In 2012, the company hired 30% more salespeople to meet demand.

Chief Marketing Officer **2002-2009****Cornerstone Bank**, Atlanta, GA

Developed marketing function at a start-up community business bank. Bank's assets grew \$44M to \$450M.

- Developed breakout brand in a space where community banking services had become a commodity.
- Recruited new investors through impactful shareholder presentations and meetings.
- Met with business line leaders to develop annual marketing plans. Adjusted marketing initiatives as needed based on business pipelines
- Surpassed first year deposit goals for new branches, averaging 140% of goal during a down market.
- Received 2008 Heart Award, given to one employee who demonstrates the "heart" of the company.

Vice President, Marketing**2002-2006****Primary Capital**, Atlanta, GA

Drove marketing strategy and implementation for a regional, real estate finance firm. Annual loan production grew from \$1.1B to \$2B during this time.

- Created five new brand identities and innovative marketing programs to meet business objectives.
- Delivered integrated marketing campaigns for expansion into 23 states, increasing brand and industry awareness. Within two years, the wholesale lending group was ranked in the top 20 in these markets.
- Leveraged Freddie Mac Program Plus Sellers/Service status (one of 33) in multi-family lending to support and position the top performing commercial lending team. Utilized industry experts, economic client newsletters and other thought leadership.

EDUCATION

Bachelor of Arts (BA) Degree in Journalism, Public Relations & Marketing, **The University of Georgia**

Certified Financial Marketing Professional Designation, **Institute of Certified Bankers**

American Bankers Association, School of Bank Marketing and Management, **University of Colorado**

LEADERSHIP

Graduate, Inspiring Global Leaders through Growth Program, Elavon

President's Pick, Pinnacle awards program, Elavon

Board Member and Volunteer Recruitment Chair, Atlanta Development Network, Elavon

Advisory Committee, American Banker Association (ABA) for three Annual Marketing Conferences

Presenter, Numerous Workshops and Sessions, ABA Marketing Conferences

COMMUNITY INVOLVEMENT

- **Susan G. Komen Organization**, Race for the Cure, Corporate Sponsor – Led employee fundraising efforts and raised \$1 million dollars over 3 years. Recognized at the national level as a key corporate contributor.
- **Men Stopping Violence**, Board of Directors, Development Chair – Re-energized and re-directed efforts for annual fundraising dinner. Increased monies raised 185% over three years.
- **Junior Achievement**, Volunteer Force, Associate Board Member – Led effort to recruit rising, young professionals to fill future board seats. Recognized by the Board as an innovative, succession program.