

Mastery and hands-on knowledge of user experience, content strategy, development and management, web design, search, social listening and engagement, analytics, CRM and other digital marketing practices as well as agile methodology and advertising.

I lead high-performance teams -- large and small -- to achieve spectacular results.

Philips, Stamford, CT

July 2014 – May 2017

Head of Digital, North America

Philips is in its 3rd year of a massive digital transformation. I've been leading it successfully in the company's largest market since almost the beginning.

- Build and lead an internal consulting team of digital marketing professionals and a large matrix organization to develop and implement the company's ambitious global Digital @ Scale transformation initiative in the crucial North American market.
- Conduct training sessions in all Digital Capabilities to develop skills in the market.
- Create, identify, document and evangelize digital best practices to the 900 marketers across the 2 Philips business units in North America: Personal Health and Health Systems.
- Deliver best-in-class, end-to-end, shared digital marketing services to the enterprise, starting with SEO, SEM, Keyword Discovery and Insight, Social Listening, Community Management and Engagement as well as Content Consulting, Campaign/CRM and Analytics.
- Hold monthly Digital Community Calls to talk about News of the Digital World and Digital trends in play in the market.
- Shepherd digital adoption across the company's largest and most important market through thought leadership, collaboration, partnership and the relentless delivery of value.
- 2016 Y2Y KPIs : Web traffic up 78%, Conversion up 20%, Social Web referrals up 10K% (NOT a typo).
- 2016 Initiatives : Introduced Employee Advocacy platform, Introduced Consumer Intent Modeling (Search Listening), Social media agency consolidation.

IBM Corporation, New York

August 1999 - July 2013

Worldwide Program Director, Search and Content Transformation

April 2012 – July 2013

IBM Design Lab: Managed Cross-functional agile development team of 8

Manager, WW Strategic Digital Marketing

March 2009 – April 2012

IBM Software: \$8M budget, 35 direct reports in US and India and a matrix of 60 Software stakeholders

Manager, WW Digital Marketing and Communications

January 2007 – March 2009

Tivoli Software: \$5M budget, 14 direct reports in two distinct functional teams

Worldwide Digital Marketing Strategist

January 2004 – January 2007

IBM System P: \$3M budget

Worldwide Digital Program Manager

February 2001 – January 2004

Linux at IBM: \$2M budget, managed a matrix of 20 stakeholders and agency resources

Worldwide Content Strategist

August 1999 – February 2001

IBM User Experience team: Created and managed a community of 100+ content owners

My long career at IBM was a series of Digital Marketing and management roles, steadily increasing in responsibility, complexity and contribution. The innovations we brought to bear changed the game for our customers and the organizations I was part of. Here are some of them in reverse chronological order.

- One of 6 members of the Management Strategy Steering Committee, creating a new operational model and developing new business for the Design Lab, IBM's first Digital Hub.
- Lead Agile Product Development Team to increase site traffic and engagement for IBM Smarter Computing site through redesign using SEO, customer-centered content strategy and Social linking.
Result: Exceed demand gen goals by 100%.

- Drive new IBM Software Go-to-Market strategy, implemented by a global team of more than sixty.
Result: immediate and sustained 27% increase in clicks from Software home page to product pages.
- Educate and mentor over 500 IBM marketing leaders (in 15 countries) in digital marketing best practices.
- Create IBM's first real-time social media listening capability, the Social Intelligence Office, delivering insights used to create content, engage influencers and increase advocacy, traffic and registrations.
- Execute user-centered redesign of digital presence for IBM Tivoli around IT Service Management theme.
 - Introduce SEO and Content Syndication.
 - Create IBM's first Social Media Program in 2005. **Result:** Qualified traffic up 18% via Social linking.
 - Project-manage creation and launch of IBM's first web-relationship-management engine. Made tracking, scoring and personalization a reality. **Result:** 36% increase in response-to-lead conv.
 - Introduce content syndication to 50 key Business Partners. **Result:** Partner sales up 24%.
 - Secure funding and exec support for LivePerson web chat. **Result:** Lead revenue up \$500K+/mo.**Result:** Exceed Tivoli engagement goals by 68%.
Result: 2006 IBM Software Marketing Professional of the Year for Innovation.
- Architect internal and external Linux digital presence, (launched within 3 months).
 - Negotiate IBM's first Google keyword buy in 2001. **Result:** 250K incremental visits per month.
 - Drive creation of first Linux web hosting infrastructure in IBM, increasing IBM's credibility with key developer audience. (All IBM Web now runs on Linux.)
 - Create and publish *Linux Line* newsletter **Result:** Reach over 70K subscribers monthly.
 - Project-manage, design and deploy the first Linux Content Management System, allowing 3 people to run the site and over 100 to contribute to it.
- Create IBM's first Content Strategy. Unify IBM's digital content for the first time by designing and implementing the 'voice of IBM' on the web.
 - Build and lead a community of 100+ web content creators to gain buy-in, develop and edit Content Communique newsletter to keep them engaged. **Result:** Over 500 subscribers.
 - Author and deploy web writing standards and page templates across the company.
Result: *Most Improved Corporate Web Site 2000* usability award from Jakob Nielsen.
 - Design and conduct Web Writing workshops throughout the US and Europe, educating almost 1K IBMers across all business lines on effective Web writing. Also offered to external execs.
 - Consult on writing and user experience issues for 70+ IBM web projects.
 - Lead editorial strategy for ibm.com Home Page, transforming IBM's thought leadership
Result: Home page clicks increase from 15% to 22% in 18 months.

ADVERTISING

Blue Marble, Wunderman, K&B, New York
Freelance Creative Director

February 1999 – August 1999

Grey Interactive Worldwide, New York
Senior Writer / Creative Director Dell Online

October 1997 – February 1999

Result: 1999 Cannes Interactive Lion and One Show Interactive Bronze for Dell Online

Poppe Tyson, poppe.com, New York
Partner, Associate Creative Director

December 1993 – October 1997

EDUCATION AND TRAINING

School of Visual Arts, New York, NY
Manhattan College, Riverdale, NY

Advertising and Copywriting Courses
BA, English