

A battle-tested digital marketing innovator who specializes in building trust and inspiring teams. A stellar record of creating and executing digital strategies and campaigns that deliver excellent business results. A deep and clearly demonstrated understanding of the latest strategy, marketing, user experience, content and analytics practices. All forged over 15 years of progressively more influential roles at IBM and Philips as well as 10 years in advertising.

CopyLounge Consulting (a gBusiness company), Ossining, NY

May 2017 – Present

President, Principal Consultant

Founded to help businesses evaluate and enhance their digital practice, CopyLounge delivers digital maturity assessments, acceleration and change management plans, digital marketing, digital transformation and content strategies, as well as program management for plan execution.

Philips, Stamford, CT

July 2014 – May 2017

Sr. Director and Head of Digital, North America

Director of Philips' massive digital transformation, in the healthcare and consumer products company's \$10 billion North America market, from its inception. Introduced new strategies, KPIs, platforms, processes and insights.

- 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. **Result:** 2 step increase on Gartner Digital Maturity Curve
- 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. **Result:** 75% increase in awareness.
- Deliver best-in-class, end-to-end, shared digital marketing services to the enterprise, starting with Strategy, SEO, SEM, Keyword Discovery and Insight, Social Listening, Community Management and Engagement as well as Content Consulting, Campaign/CRM and Analytics. **Result:** 24-45% increase in customer engagement across brands in 2 years
- Hold monthly Digital Community Calls to present News of the Digital World and Digital trends in play in the market. **Result:** Increased audience from 10 to a high of 145 call attendees in 1 year.
- Shepherd digital adoption across the company's largest and most important market through strategic 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

1999 - 2013

Worldwide Program Director, Global Search and Content Strategy

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

Manager, Worldwide Strategic Digital Marketing Transformation

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

Manager, Worldwide Digital Marketing and Communications

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

Worldwide Digital Marketing Strategist

IBM System P: \$3M budget

Worldwide Digital Program Manager

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

Worldwide Content Strategist

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

This 13-year IBM career showcases a series of strategic digital marketing and management roles, steadily increasing in responsibility, complexity and contribution. The transformations brought to bear changed the game for IBM customers and organizations. Here are some of them in reverse chronological order.

- One of 6 members of the Management Team, developing new business for 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 Marketing.
 - 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 response2lead conversion
 - 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 strategy, (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
- 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

Certified Agile Scrum Product Owner, August 2013