

CAREER SNAPSHOT

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| SUMMARY | Marketer, ideator and game changer. Experienced marketing executive with enthusiasm for leading cross-functional teams toward a shared vision. |
| INDUSTRY FOCUS | Health Care: engagement, experience, industry events, member, employer  Financial Services: investment, retirement, banking, planning, life planning |
| CAREER Expertise | * Branding: brand promise, naming, corporate position, value story * Strategic market planning: digital, social, campaign development, segmentation, content, research & insights * Team building: synergy & vision, process, change management * Marketing communications: internal, external, merger/acquisition * Experiential marketing: strategy, vision, creative & execution * Leadership & communication: panelist, C-Suite liaison, industry engagement |
| Significant Achievements | Advanced company brand position via digital transformation and leadership through change management, organizational planning and cross-functional collaboration  Grew brand preference position by 4% (note: in category with 80% market share)  Opened first ever Health Plan Retail Store in less than 100 days - managing team responsible for execution on brand presence, design, marketing, consumer experience  Repeatedly promoted from within throughout career  Formed, developed and lead partnership for first-ever national life coaching referral network, establishing referral opportunity and unique competitive business advantage  Created national Retirement Planning Seminar offering for Baby Boomers  Selected by Executive Leadership to plan, manage and author internal communication plans  through company merger/acquisition |
| Experience | sr Marketing Director Blue cross & blue shield of MN, Eagan, MN **Marketing Director May 2013 – December 2014** Manager, Creative & Brand April 2012 – May 2013 April 2012 – Present  Responsible for leading team, vision and strategic planning efforts on behalf of the business, internal stakeholders and executive leadership. Accountable for corporate marketing budget, team infrastructure, annual plan and brand, while acting as lead marketing liaison to BCBS Association, external partners & groups.   1. Re-alignment of team (26) to drive consumer-facing marketing strategies, plans and goals 2. Initiated development of operational processes and systems designed to create scale, efficiency and cost savings 3. Pipeline management of all company marketing requests in alignment with executive priorities 4. Promoted to Director within one-year, Sr. Director year following 5. Recommended BCBSMN participation and ongoing extension of BCBSA *Live Fearless* campaign 6. Oversight and management of experiential and brand engagement, along with program uptake 7. Marketing lead for key initiatives: ACO go-to-market plan, Medicaid market presence & strategy  Dir Consumer Mktg Transamerica Retirement Management, St. Paul, MN March 2007 – November 2011  Marketing lead and sales team partner. Managed brand development, team (5) and internal resources to deliver against strategic priorities for this corporate start-up.   1. Led marketing plan strategy, including: naming, logo, value prop and brand foundation 2. Developed and managed Delivery Support (internal sales) team members to ensure win and successful onboarding of new business relationships 3. Created internal systems, process and standards for day-to-day workstreams and brand management  Market Segment Mgr Harland, Atlanta, GA (Subsidiary: Liberty Check, MN) July 2004 – March 2007  Leader of marketing team and strategies designed to retain core business, while expanding into new markets via M & A, along with adjacent businesses (i.e., Community banking, marketing services). Managed strategic rebranding efforts, while coordinating resources to execute against client and consumer needs.   1. Manager of Liberty’s “New Day” communications strategy – creating a successful post-acquisition marketplace re-introduction, securing 80% of existing client base 2. Marketing communications and training team leader for ’05 product launch 3. Co-leader of Liberty integration marketing communication plan efforts - resulting in a seamless client transition 4. Dotted line, indirect leader of internal creative team  Asst Vice President, Marketing Mgr TCF Bank, Minneapolis, MN 2000 – July 2004  Created and managed all facets of annual marketing plans for Consumer Lending, Business Banking, Mortgage, Commercial and Private Banking divisions - working with Senior Management to achieve business objectives, while meeting real time budget constraints.   1. Managed consumer marketing and advertising promotions for TCF Consumer Lending and Business Banking divisions - new loan volume up 27% from ‘02 to ‘03 and TCF-BIZZ call volume increase of 43% from ‘03 to ’04 respectively 2. Corporate PGA liaison, on-site manager and leader of 150+ state-wide employee volunteer effort for the ’02 PGA Championship at Hazeltine |
| Education | MASTERS OF COMMUNICATION Bethel University, Arden hills, MN Thesis Project Focus – Nonverbal: Logos, Symbols, Branding (May ‘04) B.A. Journalism - ADVERTISING University of WI Eau Claire, Eau Claire, WI Resident Assistant |
| Leadership & Community | IC Summits:  Panelist – fall (Sept.) 2017, fall 2016  Brand Innovators, Brand Conference:  Twin Cities conference event host – Spring 2016, panelist – Oct., 2015  True Talent Group, Marketing Summit:  Panelist – fall ’16, Inspiring Teams to Deliver panelist – November 2015  NINA HALE, Digital Planning: panelist – October, 2015  Feed My Starving Children: Volunteer/Supporter – ’14 to Present (adhoc)  Tubman: annual gala committee member – Spring 2012 & 2013  Harland, Pillar Awards Finalist - 2005 |
| References | available upon request |