

PROFILE

Dynamic, accomplished senior leader who enjoys partnering with diverse stakeholders to build an enterprise. Expert in strategic planning, marketing and communications. Focused on achieving results through collaboration.

Key Strengths and Characteristics Include:

- Strategic planning leadership
- Marketing and communications expertise in consumer packaged goods, association and education settings. Expert in social media.
- Have managed large and small P&Ls
- High energy, positive outlook
- Collaborative, flexible and practical
- Effective communicator
- Strong project management skills
- Team builder and leader; consensus builder

WORK EXPERIENCE

THE FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY *Consultant (General Manager Role), Executive Education*

September, 2009-Present

Retained to launch an executive education business for the Fox School of Business. Completed market assessment and business plan to make the business case for launch. Current marketing and business development activities include creating the website and all marketing materials, building a targeted client list, and establishing a market presence for the enterprise. General management role calls for the ability to build a client base through both personal networking and effective partnership with key Fox stakeholders (faculty, administrators, friends of the school, alumni/ae). Additional skills required include the ability to articulate the vision; to collaborate with and build consensus among diverse stakeholders; to manage uncertainty and expectations; analytical skills; business/client development agility, and the marketing expertise to define and articulate Fox's value proposition to all stakeholders.

THE WHARTON SCHOOL, ARESTY INSTITUTE OF EXECUTIVE EDUCATION, Philadelphia, PA 2004 - 2009

Senior Director, Strategy (January, 2008 – January, 2009)
Chief Marketing Officer (October, 2004 – December, 2007)
Managing Director, Wharton School Publishing (August, 2006 – May, 2008)

Key Accomplishments:

- As a member of the leadership team, partnered with program directors, faculty, external vendors, clients, participants/students, authors, and board members to build the business (\$82MM Revenue, FY08). Led brainstorming and market research projects to uncover best practices and market opportunities.
- Architected and implemented consultative sales training for the 25-person client services team.
- As CMO, managed team of 12 and \$3.8MM marketing budget, delivering ROI of \$3.33 per dollar spent.
- Increased use of Web 2.0 (blogs, social sites); \$2.5MM SEO/PFP campaign led to campaign ROI of \$6.64.
- Selected and managed multiple market research, media and creative agency partners. Developed and executed campaigns, using: print, interactive banner ads, customized landing pages, online newsletters, paid search (PFP), Search Engine Optimization (SEO), email, direct mail, blogs, catalogs, social networking sites, and press releases.
- Managed website: <http://executiveeducation.wharton.upenn.edu>. Increased Web traffic (+30% FY07; +36% FY06) through PFP/SEO focus and link building.
- Produced 25+ videos showcasing programs, faculty, and on-campus experience.
- Recognized by *CFO* and *Harvard Business Review* for "outstanding brand association and readership response." Won six industry awards (Gold and Silver Addy for both video and print).
- Managed P&L for global publishing business with 70 authors and 52 titles. Collaborated with counterparts at Pearson Publishing to ensure a pipeline of book products.

RMA--THE RISK MANAGEMENT ASSOCIATION, Philadelphia, PA

2002 – 2004

\$20MM member-driven professional association helping financial institutions identify and manage the impacts of credit, operational and market risk through education, research, networking, and leadership opportunities.

Chief Marketing Officer (Reported to the CEO)

Key Accomplishments:

- Authored the strategic plan and made numerous presentations to the Board of Directors on strategic priorities, membership, and product performance.
- Engaged key customers, employees, and association members to understand key membership benefits. Analyzed membership trends and purchase patterns to determine membership benefits and to drive retention.
- Supported by insights from analysis and research, led marketing team of eight to develop and execute strategic marketing and communications plans driving enrollment in 350+ nationwide courses.
- Worked closely with chapter leadership to enhance the member experience.
- Managed the annual conference (500+ attendees), the commerce-driven website www.rmahq.org (\$1.5MM/year online sales) and *RMA Journal* advertising (\$250,000/year).
- Created two web-based videos highlighting membership benefits and the flagship product, eMentor.

ORENSTEIN ADVERTISING, INC., Philadelphia, PA

1998 – 2002 and 1989 – 1992

\$10MM recruitment advertising agency specializing in marketing-driven communications for clients that included US Healthcare, CIGNA, L-3 Communications, and Campbell Soup.

Vice President and General Manager

Wrote copy and created advertising for clients, working closely with fellow agency team members. Managed day-to-day operations. Made presentations to prospective clients. Arranged for sale of company. In 1991/1992, served as part-time **Director of Product & Business Innovation at THE FRANKLIN MINT** while maintaining agency workload.

CAMPBELL SOUP COMPANY, Camden, NJ

1993 – 1998

\$8.6 billion global consumer packaged goods company with 19,400 employees. The world's largest soup manufacturer and a leading producer of juice beverages, sauces, and biscuits.

Business Development Manager, U.S. Grocery Division (1997-1998)

Marketing Manager, Chunky Soup (1995 -1997)

Marketing Manager, New Beverage Products, V8 and Tomato Juice (1993 -1995)

Key Accomplishments:

- Led a team representing every functional area of the company to develop the company's first-ever fruit drink, V8 Splash. Team members met weekly for over a year to develop this revolutionary new product requiring new ingredients, new manufacturing techniques, new packaging and new thinking in every way. Together, we overcame challenge after challenge to bring this product to launch-readiness.
- Managed P&L for \$350-million Chunky Soup brand. Placed Wayne Gretzky on Chunky Soup label (and in all elements of media mix)—1st-ever use of celebrity spokesperson on a Campbell's Soup can, generating +6% volume lift. Introduced four new SKUs.
- As a Marketing Manager on the \$270-million V8 Brand, hired and managed external beverage industry consultants to develop a channel strategy beyond the grocery store, leading to +12% channel growth.
- Achieved highest-ever brand market share for \$100-million Campbell's Tomato Juice brand.
- Created weekly, on-site tutoring program matching Camden elementary school students with Campbell employees. Supplemented program with "End Violence" workshops.

AMERICAN EXPRESS COMPANY, TRAVEL RELATED SERVICES, New York, NY
\$2.8 billion global payments, network and travel company operating in over 130 countries.

1992 – 1993

Senior Director, Strategic Planning Group

Led teams of Associates on highly analytical projects supporting senior management. Analyzed strategic opportunities: "Should we buy Discover?" "Partner with Ford?" Led project, approved by the Board of Directors, to implement virtual offices for the sales force, leading to annual savings of \$45MM.

BOOZ, ALLEN & HAMILTON, Chicago, IL

1987 – 1989

\$4 billion leading strategy and technology consulting firm with 20,000 employees globally.

Associate, Marketing Intensive Practice

Applying analytical skills including computer modeling, financial analysis and interviewing, developed strategic and organizational plans for Senior Management of national clients including Sears, S.C. Johnson, Pillsbury, and Sara Lee. Analyzed market trends and learned how to research complex industries quickly and thoroughly.

EDUCATION

THE WHARTON SCHOOL, Master of Business Administration (Marketing/Entrepreneurial Management), 1987.

Director's List. Served as a Business Consultant at the Wharton Small Business Development Center, collaborating with small business owners in the crafting of business plans.

HARVARD COLLEGE, Bachelor of Arts, 1985.

Cum Laude, General Studies. Dean's List. London School of Economics, Fall Semester, Junior Year. Managed two Harvard Student Agencies businesses (Bartending and Direct Sales). Created two new businesses serving students: Sunday-morning bagel delivery and carpets for dorm rooms. Elected student Board member, Harvard "COOP," the multi-store retail chain serving students at Harvard and MIT. Tutored in medium and maximum security prisons for two years through Philips Brooks House, the university's student-run public service organization.

WHARTON FELLOWS NETWORK. Member of lifelong network of top business leaders.

Participated in three Master Classes: *Mastering the Future: Mumbai/Bangalore* (Mumbai & Bangalore, 2005); *Design, Innovation and Strategy* (Copenhagen and Milan, 2007); and *Globalization Revisited* (Shanghai, China, 2007).

COMMUNITY LEADERSHIP/AFFILIATIONS

Big Brothers Big Sisters of Southeastern PA (BBBSSEPA), Board Member, Strategic Planning and Marketing Committees (1999 – Present). Big Sister.

Beth Am Israel, Board Member, Membership and Marketing Committees (June, 2009 - Present).

Gladwyne Montessori School, Board Member, Strategic Planning and Marketing Committees (2001 – 2007)

Penn Valley Block Party for 270 families, Event Organizer and Co-Chair (eight+ years)

Penn Valley Civic Association, Vice President, 2000 – 2004

Leadership Philadelphia, Member of the Class of '99. The organization's mission is to mobilize and connect the talent of the private sector to serve the community.

MENG, GPSEG, The CMO Club and the **American Marketing Association**, Member.