



PROFILE

Driven and creative marketing leader who excels at identifying winning strategies while leading integrated marketing teams that deliver verifiable media engagement growth by as much as 500% YOY. I bring more than two decades of respected leadership including more than 10 years' experience in communications, and 15+ years' experience in all facets of marketing strategy, sales tactics, media channels and creative mediums. This combination of focus and experience is proven by my ability to draw customers near and heighten relevancy through product positioning and content, media, and events.

SKILLS & ACCOMPLISHMENTS

- Advanced to expert level experience in nearly every marketing skillset: including market analysis, creative design and production techniques in print, digital and video creative, media channel distribution, events and experiential activation, influencer marketing & sponsorships, brand partnerships, product development and integrated strategies to leverage each to their greatest potential.
- Progressive history of increased responsibility, leadership and successful management of cross-functional marketing teams, creative staff, agencies and web development contractors, and more than 400 volunteers covering a 2,000 mile area.
- Expert financial management skills with a history of fiscal transparency and data-driven results with full P&L responsibility of annual budgets up to \$6M.
- Proven record of accomplishment orchestrating complex operations, government relations, community partnerships, communications, conflict resolution, change management, annual marketing plans, sponsorships, and logistics for uniquely branded projects, events and respected brands.
- Advanced to expert skills with the latest versions of Excel, Word, PowerPoint, Adobe Creative Suite (Photoshop), MacOS and related creative video, print and digital media software tools.
- Constantly expanding knowledge and application of real-world technical expertise, creative thinking, cultural relevancy & intuition, marketing leadership strategies and detailed planning skills, with the demonstrated ability to transform and re-energize any role.

CAREER EXPERIENCE

RACING AND EVENT MARKETING MANAGER AMSOIL, INC, Superior, Wisconsin

July 2017 to Present

Currently managing a team of four direct reports, \$6M budget and ROI for all AMSOIL racing and engagement marketing. Working alongside our integrated marketing group, I drive consumer product growth through motorsports racing, experiential marketing events, media development, dealer sales programs and promotions.

- Successfully renegotiated key sponsorships and brand affiliation partnerships with BF Goodrich, KLIM, ODI and other endemic brands in the automotive and power sports industry to drive a 40% YOY increase in AMSOIL engagement.
- Reorganized staff and budgets to build a focused event marketing team that is more integrated into the overall marketing organization. Providing personal hands-on training

with software, techniques and organizational tools. These changes have been a key contributor to the measured increase in productivity and effectiveness.

- Launched first of its kind promotions and communications at AMSOIL to drive direct 26% increase in direct to consumer online sales through social media, direct email and on-site event activation.
- Managing a large portfolio of athletes, teams, brand affiliations and event sponsorships aimed at increasing strategic alignment with corporate sales objectives. These efforts are leveraged to develop engaging social media/influencer content, exciting images, testimonials and proof of performance for deployment on all media channels.

EXECUTIVE DIRECTOR & CHIEF MARKETING OFFICER
Iron Dog, Inc., Anchorage, Alaska

June 2010 to July 2017

Provide organizational management, strategic planning, vision and leadership for Iron Dog and its events spanning 23 local and global communities, remarkably elevating the organization's reach and brand recognition as "the longest and toughest snowmobile race in the world," leading to historically high levels of funding, event attendance and media exposure.

- Successfully generated national and international media coverage, including "first ever" live television broadcasts and national television documentaries, improving event participation, public engagement and sponsor loyalty.
- Directly responsible for increasing the organization's overall profitability, and multiplying bottom-line revenue by an astonishing 2,000% in less than 4 years.
- Developed and expanded the organization's social media presence, increased public engagement by more than 500%, notably quadrupling the engagement numbers to more than 7.25 million throughout the 5-day event.
- Organized and developed strategic business relationships and new fundraising opportunities, raising hundreds of thousands in charitable dollars to date. In this role, I successfully negotiated with local policy, permitting, Native lands, city, borough, state and federal negotiations including BLM, Air Force, Homeland Security, Army Corps of Engineers and many other private or public organizations.
- Collaborated with Ski-Doo/BRP, a Fortune Global 500 manufacturer to establish a new branded product deal, successfully negotiating a major contract that further expanded the organization's brand awareness and recognition.

MARKETING DIRECTOR & INTERIM CEO
Alumaski, Anchorage, Alaska

August 2015 to January 2017

Capitalize on extensive organizational management and global product development expertise to guide marketing, new business development, manufacturing and global product development of a newly created segment of watercraft -- the Alumaski Sport Utility Boat.

- Effectively led branding and creative art strategies for the B2B consumer market in support of new business development, positioning Alumaski as a versatile fuel-efficient personal watercraft with the stability and capabilities of an aluminum riverboat.
- Served as the centralized point of contact, routinely interfacing with high-value clients, key partners and stakeholders to nurture strong business relationships.

- Hands on web development and analysis of traffic, Google Ads and related digital/ social media advertising platforms.
- Conceived and implemented VIP sales tours focusing on the Western Canadian and Pacific Northwest regions, stimulating sales for the company.
- Transformed corporate mission, vision and objectives into comprehensive business strategies and plans for market growth and profitability, maintaining strict adherence to legal guidelines and ethical standards.

MARKETING DIRECTOR

June 2010 to July 2017

Marketing and Media Consultancy, Seattle, Washington/Anchorage, Alaska

Interface with diverse business clients to direct and manage strategic marketing projects throughout the Pacific Northwest, including the Google Fiber initiative, Anchorage First Campaign, car/racing events and automotive film projects such as Top Gear.

- Provided executive-level consultation services, assisting companies with marketing development inclusive of team building, staff development, strategic planning, and effective use of marketing methodologies.
- Conducted extensive market forecasting and analysis, including customized market research, risk assessments, reporting and data interpretation.
- Functional skills developing websites, digital ad campaigns, SEO, SEM and UX design.
- Preparation of annual budgets, formulating projected expenditures & potential variances, taking corrective actions to ensure projects are completed within budget.

ADDITIONAL EXPERIENCE

Co-Founder & VP Sales/Marketing (September 2007 – January 2010) ▪ Perfect Blend Media, LLC

Founder and CEO (October 2005 – May 2007) ▪ Popchair Creative, LLC

Internet Content Manager (May 2000 - November 2005) ▪ GCI - General Communication Inc.

Starbucks X Project Manager (December 1999 - May 2000) ▪ Starbucks Corporation

New Media Director (1999 – 2000) ▪ (Spawn) Nerland Agency Worldwide Partners

EDUCATION, CREDENTIALS & INTERESTS

Mechanical Engineering Studies

Southern Nazarene University, Bethany, OK

University of Oklahoma, Norman, OK

Professional/Other Licensing

Private Pilot

Class B Commercial Driver License with Motorcycle Endorsement

Related Hobbies/Community Interests

British car enthusiast/owner, Mazda Miata aficionado/owner and hobby restoration/mechanic

Travel, Overland adventures, single-origin coffees and local entrepreneurial projects