
Areas of Expertise

Strategic Planning, Marketing Planning and Market Research

- Have facilitated a wide range of strategic planning and marketing planning sessions in a diversity of industries, resulting in charting direction both for the short-term and long-term.
- Successfully conceptualized and directed multitude of market research studies (qualitative & quantitative) in a diversity of industries.
- Have moderated hundreds of focus groups in Des Moines and throughout the U.S., including usability testing.
- Served on Strategic Planning Committee for employer which developed and monitored 5-year market-driven corporate plan; during tenure firm's revenue grew 42%.
- Created variety of integrated marketing plans for companies, which saw annual dollars generated exceed goal.
- Chaired Strategic Planning for new satellite chapter of charitable organization which saw fundraising grow to nearly \$100,000 annually in its first four years.

Management / Operations

- Successful in generating new business via cross-selling, cold calling, relationship building, community involvement and niche marketing.
- Responsible for staffing, including interviewing, hiring, training and supervision.
- Extensive experience directing marketing consultants, call centers, graphic designers, copywriters, photographers, printers, interns and administrative staff.
- Directed departmental and client budgets. To improve accountability for one employer, researched and implemented structured marketing budget when there was not a budget in place. On the agency level, directed over \$3.5 million client portfolio.

Project / Client Management

- Consistently receive excellent ratings from clients on customer satisfaction surveys based on client service, responsiveness, creativity and value.
- From strategy through implementation and budgets, effectively managed creative process while completing projects within budget and on time.
- Initiated segmented/niche marketing efforts; example, one program held firm-wide resulted in an 18.5% response (industry average is 2-3%), acquisition of a major client and several referral relationships.
- Managed new corporate identity program when employer changed name.

Brand Development / Communications / Public Relations

- Directed successful branding studies, including brand launches.
- Initiated personal branding programs for employers and clients.
- Experienced with public speaking. Have presented to groups from 10 to over 4,000. Lead workshops and seminars; receive high marks.
- Developed/maintained public relations programs which resulted in solid relationships with key media outlets in print, radio and television. During tenure at one firm, placements increased tenfold. For another non-profit client, annual PR/PSA campaign generated over \$700,000 in placements statewide.
- Directed professional design, content and printing of communications/advertising programs for employers and clients on a national and international basis.

Leadership / Professionalism

- Certified as Professional Certified Marketer through the American Marketing Association; one of four in Iowa.
- Put in place firm-wide marketing culture; trained and educated staff which enabled them to be recognized by firm for business development efforts.
- 2000 Graduate of the Greater Des Moines Leadership Institute; 2004-05 Graduate of Leadership Iowa

Professional Experience

On Point Strategies – Des Moines, Iowa 2007-present
President / Founder

Achieved personal goal of starting own business focused on planning, research and marketing.

Responsible for company operations and client portfolio across diverse industries; facilitate strategic planning sessions, design and direct qualitative and quantitative research projects, and implement marketing programs, including market research where appropriate.

The Integer Group, Midwest – Des Moines, Iowa 2005 – 2007
Group Account Director

Responsible for client portfolio over \$3.5 million, including the Iowa Department of Economic Development, addtl. economic development clients, B2B and B2C clients. Directed teams including account service, account planning and market research, creative, media, PR, interactive. Directed quantitative and qualitative research design services and provided recommendations to clients for integration into marketing planning. Served as focus group moderator. Led team in branding and marketing planning for clients. Member of agency's leadership team. Integer is largest agency in Iowa.

Essman/Companies – Des Moines, Iowa 1998 - 2005
Vice President / Management Team Member and Account Supervisor

Essman/Associates -- Integrated Marketing Communications Agency; Essman/Research -- Marketing Research Firm
Member of Essman/Companies Management Team involved in strategic planning and business development for both divisions. Successful in generating repeat business and growing accounts. Management Team member responsible for firm staffing and hiring. For *Essman/Associates*, managed client accounts across broad range of industries and directed a full range of services, including strategic planning, marketing planning, marketing communications, public relations, media relations, advertising, special events, Web sites and direct mail campaigns. For *Essman/Research*, directed and analyzed both quantitative and qualitative research studies and provided recommendations to clients for integration into marketing planning. Experienced focus group moderator, including usability testing and legal research.

Communication Development Company (CDC Quester) – Des Moines, Iowa 1997 - 1998
Marketing Consultant

National/International Communication Research and Consulting firm

Responsible for generating business through cold calling and relationship building. Directed client studies integrating marketing strategies with client needs; liaison between client contact and CDC project team. Responsible for maintaining existing client relationships – portfolio included Kodak, Elizabeth Arden, SmithKline Beecham, Ritz-Carlton, VISA and Procter & Gamble.

Clark, Schaefer, Hackett & Co. – Cincinnati, Ohio 1993 - 1997
Marketing Director

Regional CPA/Consulting firm with 5 offices/150 professionals; listed in top 100 CPA firms in U.S.

Managed marketing department; responsible for all aspects of firm's marketing strategy, marketing communications and business development. During tenure, firm's revenue grew 42%. Initiated progressive activity new to CPA firms including niche marketing and direct mail. Managed marketing budget which doubled during tenure. Created firm's marketing culture.

Space Design International Inc. (now FRCH Design Worldwide) – Cincinnati, Ohio 1986 - 1993
Manager of Marketing & Communications

National/International Architectural, Design and Marketing Consultancy

Managed department. Strategized with 15+ individuals in 3 offices for business development opportunities by category segments. Firm grew from 2 offices/30 people to 3 offices/150 people. Worked with a variety of service and industry groups. Directed all corporate communications. Managed \$500,000+ marketing budget.

Education

Master of Business Administration; August, 1996; University of Cincinnati, Cincinnati, Ohio
Evening part-time program; GPA = 3.85; top 10% of class; marketing/management emphasis

Bachelor of Arts; October, 1981; University of Northern Iowa, Cedar Falls, Iowa
Double major: Business Education/Administrative Management; GPA = 3.4

Associate of Arts; May, 1979; Des Moines Area Community College, Boone, Iowa
College Transfer Program; GPA = 3.5; Commencement Speaker, 1993; Outstanding Alumnus Award, 1997

Professional Development and Community Involvement (through 2008)

AMA Iowa Chapter, 2007-08 President, founder of annual NOVA awards program 1997 – present
AMA, Cincinnati Chapter 1989 - 1997

Des Moines Playhouse, Board of Directors, annual fundraiser Chair 2008 2007 - present

Metro Arts Alliance, Past Board President, Strategic Planning Chair, Marketing Comm. 1999 – 2007

Prevent Blindness America, National Marketing Committee 1997 - 2007

Rotary, Des Moines AM Chapter 2002 – present