

Christine Polson

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June 2010 – Present

The Integer Group

Des Moines, IA

Account Director, Alliant Energy – January 2017-present

- Oversee all elements of business including annual account work plans, FTE and account forecasting, account team management and budget. Key client contact at all levels.
- Led extensive work on developing foundational insights to better understand customers and how to best connect with them - leading to more efficient planning and ultimately, outreach to their customers.
- Managed strategy, development and production and media execution of Alliant Energy's first brand campaign in over 10 years in their service territory. Additionally, extended work to an internal campaign and established an updated Brand Style Guide based on new brand work to ensure all materials adhere to strict brand standards.
- Establishing first integrated marketing campaign for greater efficiency and go-to-market strategy.
- Additional projects include the development and execution of multiple paid media campaigns and community event materials.

Account Director, Johns Manville – January 2017-present

- Oversee all elements of business including annual account work plans, FTE and account forecasting, account team management and budget for their National Accounts business. Key client contact at all levels.
- Executed the first Des Moines office client LiveWire work session (interactive Disruption), establishing best in class approach for other Account teams to use with their clients.
- Successfully relaunched JM's Mineral Wool product to their B2B customers with an integrated campaign and tools for their sales reps to connect with key customers and reestablish their position in the market place.
- Helped to triple scope of work and ensure proper onboarding for agency and client partners.

Account Director, Pella Windows & Doors – July 2014-December 2016

- Part of 3-member Account Director team reporting to agency leadership on all facets of the Pella account business including annual account work plans, FTE and account forecasting, account team management and client budget management
- Oversee Product Development and National Accounts teams. Manage account service team with as many as 5 people and 3 direct reports.
- Key contact with Pella management – responsible for planning, strategic development and execution of plans with account teams.
- Agency contact for execution of the largest Pella Design Center redesign efforts. Project included agency partner collaboration, inter-agency office involvement, strategic development, multiple client work session, creative development and execution. Acknowledged as "best in class" by Lowe's executives. Helping lead team in successful roll-out to additional stores in FY'17.
- Leading effort for first integrated marketing campaign targeting Lowe's shoppers including overall strategy for DM, email and collaborating with agency partners on digital efforts, including landing page content, paid search and retargeting ads.
- Developing plans including go-to-market strategy and communications approach for 2017 Pella product launch. Overseeing execution and supporting multiple segments of the business.

Assistant Account Director, Pella Windows & Doors – December 2013-July 2014

- Successfully managed the launch of Pella's third vinyl product line Pella 250 Series – establishing a good-better-best positioning.
- Developed, managed and executed integrated go-to-market plan for Pella's launch of smart home technology, Insynctive. Included cross-functional team integration between brand, Insights & Strategy, content development and multiple business segments.

Account Supervisor, Pella Windows & Doors and Jacuzzi – January 2011-November 2013

- Day-to-day agency lead with Pella Marcomm and Product management teams for the 2011 launch of Pella 350 Series (premium vinyl), and Entry Door rebranding program. Work included communications approach and positioning, product messaging, photography, web content, brochures, sales tools and agency point-of-contact for all product knowledge with business segments.
- Worked with TIG Insights & Strategy team to develop and execute research proposals to define messaging priorities and customer needs to ensure positioning and messaging approach aligned with customer needs and a point of differentiation from competitors
- Additional responsibilities including budget management for multiple client contacts
- Began expanded leadership role on the National Account team including Pella Design Center redesign at Lowe's, the first update in 3 years.

Senior Account Executive, Pella Windows & Doors – June-December 2010

- Agency contact for day-to-day project management on Product Development team. Responsible to maintaining all product knowledge and content at TIC. Executional elements included a focus on product brochures and photography assets
- Oversaw execution of Pella's corporate museum update, reporting updates and progress to Pella Marcomm and HR teams
- Led efforts with client for better project status documentation

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September 2003 – May 2010

The Promotion Network (TPN)

New York, NY & Chicago, IL

Senior Account Executive, Tropicana – Fall 2008-May 2010

- Part of TPN team leading and executing all account specific programs for Tropicana
- Client contact for day-to-day needs and requests for program execution with various grocery customers and small format programs
- Worked with TPN Planning and Creative teams to develop 2nd Half 2009 and 1st Half 2010 national small format programs and led all executional details for the programs which ran in over 40,000 locations
- Developed, managed and executed national SuperValu continuity offer and in-school program tied to Tropicana's national promotion (Rescue the Rainforest)
- Work with sales, brand and marketing team to properly manage the execution of all national and account specific small format POS across four brands (Tropicana Pure Premium, Trop50, Shelf-Stable, Twister)
- Extensive management of customer team and client budgets

Senior Account Executive, Campbell's Labels for Education (LFE) – Fall 2005-December 2008

- Served as direct client contact on all day-to-day needs and requests and intimately involved in the development and execution of all back-to-school materials, print ads, FSIs, Team Retail materials, and all other communications reaching schools, consumers, and trade
- Worked with TPN Planning and Creative teams to develop the strategic overview for F'07-F'09 and presented to Campbell's senior management
- Worked directly with LFE team to execute tactics and plans set against yearly strategy
- Leveraged LFE partners (Harlem Globetrotters, National PTA, FFA) to create partnership concepts
- Communicated often with other LFE agencies to provide materials and resources needed for a variety of LFE materials
- Represented LFE at conferences and off-site meetings when requested
- Led development of LFE Account Plan and updated it quarterly to present to TPN Senior Management

Senior Account Executive, Dom Pérignon – Spring 2004-Spring 2007

- TPN team leader, supervising account service responsibilities for all project work for premiere Champagne company
- Responsibilities included delivering focused and unique luxury materials, budget and timeline development/management and production execution
- Oversaw creative development, execution and production of consumer, trade and sales marketing event communications
- Projects included the development and execution of sales sell-in and education materials for all Vintage and Cœnothèque releases and annual new Vintage launch projects
- Ensured luxury level look and feel of all produced materials through extensive knowledge and research of premium paper stocks and weights, typeset, on-premise materials, and print technologies

Account Executive, Sony Ericsson – Summer 2005

- Responsible for execution on account specific sales promotion program for Tier 2 & 3 carriers
- Worked extensively with internal agency and external legal counsel along with SEMC legal counsel to ensure legality of promotion tactics
- Leveraged WTA sponsorship via tournament-based promotion including overlay to build customer database and generate awareness for the newly formed relationship; the largest global sponsorship in history of women's sports
- Scope of work included concept and promotion development, budget management, managing all promotion partnerships and promotion fulfillment

Account Executive, Moët & Chandon – 2004-Spring 2005

- Responsible for development and execution on all in-field sales materials - ensuring all materials met brand requirements
- Oversaw mechanical deadline and release date for up to 10 pieces of POS per program
- Projects included developing conceptual added value opportunities; the research and development of competitive and market insights; managing all design materials ranging from sales collateral, window displays and on and off-premise POS

Account Executive, Schieffelin & Somerset – Fall 2003-Spring 2004

- Managed creative development and execution for 17 premium and super-premium spirits in a Brand Overview portfolio used to sell in product at on and off-premise accounts

Intern / Acting Junior Account Executive, Kraft Foods and The Hershey Company – Fall 2003

- Researched, developed and presented extensive quarterly competitive reviews for cookie and cracker snack categories
- Assisted in the development and integration of a new client (Hershey) at TPN, including their first scale promotion event

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Jan. 2003 – Oct. 2003

SKeGroup

Brooklyn, NY

Organization that brings awareness to environmental and social issues by combining creative visual arts and literary expression.

Project Assistant, Water Culture

- Communicated with photographers, designers, agents and publisher on a daily basis to ensure an organized and timely completion of the book, Water Culture
- Other responsibilities included organizing and assisting first stage of photography editing, writing photographer's biographies, researching facts and potential sponsor opportunities, prepared extensive press list for Italian publisher and assisting other SKeGroup initiatives

Sept. 2001 – Dec. 2002

Earth Pledge Foundation

New York, NY

New York City based non-profit foundation focusing on Sustainable Agriculture and Sustainable Architecture

Administrative and Project Assistant

- Supported staff for project and administration initiatives
- Projects included the launch of www.FarmtoTable.org, publication of Sustainable Architecture White Papers, event planning and organization, internal employee training and administrative assistance to the Executive Director

EDUCATION:

1997 – 2001

The University of Iowa, Iowa City, IA
B.A. in Communication Studies

AWARDS & ACKNOWLEDGEMENTS

The Integer Group / Liz Newell Leadership Award: 2013

In appreciation and recognition of outstanding leadership, with an unyielding drive to improve yourself, inspire others and grow our company.

VOLUNTEER ACTIVITIES & INTERESTS:

Salvation Army – 2017-present

Breakfast canteen volunteer helping to serve nearly 1,000 hot meals to the homeless and near homeless in Des Moines

The Avenues of Ingersoll & Grand – 2016-present

Board member, marketing committee chair

The Avenues of Ingersoll & Grand is a Self-Supported Municipal Improvement District in Des Moines. Supported the launch of new branding initiative in 2016 and ongoing outreach support in the community for multiple events including the Public Art initiative and Ingersoll Live.

American Red Cross of Greater Chicago – 2008-2009

Auxiliary Board Member Red Cross Classic Golf Outing Co-chair, 2008-2009

Interests: Pop culture, the city of Des Moines, great food, music, design, and college athletics