



“I work hard to be the best version of myself possible. The stronger I am as an individual, the more effective I am as a mom, wife, employee and member of my community.”

JES SCHNIEDERS

**Forty Under 40
Application
January 2018**

APPLICATION

Nominee: Jes Schnieders

Current Position: Senior Consultant, Marketing Account Management

Company/Organization: Nationwide Insurance

Company Phone Number: 515-508-3209

Company Address: 1100 Locust Street, Des Moines, IA 50391

E-mail address: jesschnieders@hotmail.com

Birthdate: 5/1/79

College attended and Degree earned: Bachelor of Arts in
Mass Communication at Drake University

Enclosed: Business accomplishments, civic leadership,
achievements/awards/recognition, personal achievements, resume,
letters of recommendation

NOMINATED BY:

Kurt Wiegers

Chief Marketing Officer

Bank Midwest

712-336-0505 x2845

kwiegers@bankmidwest.com

THANK YOU FOR YOUR CONSIDERATION

I appreciate you taking the time to review my application for the Business Record's Forty Under 40. I have been working in the marketing industry in Des Moines for the last 15+ years and have excelled at each company I have worked for and am proud to say I received promotions at each place of employment.

I love to challenge myself and challenge others. I have a very open-minded, fun-loving personality and I love to bring that engagement to whatever team I am working on.

I am proud of all that I have accomplished and the amount that I have given back to this great community. I appreciate your time in review of my application and would be honored to represent Des Moines in the next Forty Under 40 class.

Jes Schnieders
515-556-6361
jesschnieders@hotmail.com

HIGHLIGHTS



Motto:
"Let's do this."



Interests:
Lake life,
outdoors, home
renovation

Volunteering:
Children's Cancer
Connection,
Rebuilding
Together,
United Way

**Nationwide
Councils:**

Marketing
Advisory Board,
Diversity &
Inclusion Council,
ELP Alumni, ARG
Member



Achievements:
Emerging
Leaders
Program, Green
Belt Six Sigma

Family:
Wife and mother
to three beautiful
children



Health:
Fitness and
nutrition coach



BUSINESS ACCOMPLISHMENTS



Commercial Lines Marketing Lead

- Promoted to **Senior Consultant at Nationwide Insurance** in 2016 and now the lead Account Manager on a team of 6 in charge of the **entire Commercial Lines marketing business** including small business, middle market, farm, commercial agribusiness, private client and specialty insurance markets. I serve as the main point of **contact for the AVP** of Commercial Marketing and their supporting team.

Marketing Strategy

- **Lead Account Manager** on value proposition and marketing strategy for various distribution channels representing **\$14.9 billion in premium** and **10,500 insurance agents**. Developed **value proposition strategies** for personal and business customers, agency partners and associates. Materials included **brand guidelines**, marketing benefits and communication strategies.

BUSINESS ACCOMPLISHMENTS (CONT.)

Brand Consistency

- Brought in as a newly added position to conduct an overall **audit of existing marketing materials**, manage external **vendor relationships**, and review internal **product marketing** and current agent communications to ensure **brand compliance and consistency**. Developed an overall brand guide and streamlined processes and reduced duplication and external vendor costs.

Project Management Efficiency

- While working on the **Lowe's Creative Ideas** publication, I was brought in on a rapidly expanding team (going from 6 people to 40 people in one month). I helped to **define workflows and roles and responsibilities** for the team to ensure high quality products, while meeting deadlines and using resources effectively on this **multi-million dollar account**.

BUSINESS ACCOMPLISHMENTS (CONT.)

Process Improvement

- **Organization** and **attention to detail** are two of my biggest strengths, and so naturally I am always looking for ways to be more effective and efficient. After coming to Nationwide in 2013 I immediately noticed the need for an updated process within our marketing organization. I researched various workflow tools, worked with leaders on budgeting and timing, and **a new workflow process tool that I suggested** was implemented throughout the entire marketing organization by early 2016.
- As I am always willing to help others succeed, I have been asked on multiple occasions to **consult** other departments on their processes as well. I have been working closely with our **Scottsdale, AZ location** over the past year to get them up to speed on our workflow systems and provide solutions to some process issues they have been experiencing. I have also been a part of various **steering committees** for **internal organization** reviews and our **agent marketing database system**.

BUSINESS ACCOMPLISHMENTS (CONT.)

Career Path Journey Online Tool

- Through the Emerging Leaders Program, we were tasked with a group project that would significantly improve aspects of Nationwide's business or culture. Our group came up with the idea for the **Career Path Journey Online tool**. The problem we found was that associates were not aware of the various job opportunities available to them at such a large company, and what the career paths were to move into certain positions. Our tool consolidated existing information into one, **easy to navigate online solution** that provides associates with **mentoring** and **job shadow** opportunities, department **overviews** and **contacts**.
- The program has gained **VP level support** and is currently in the development stage and we hope to have it implemented within 2018.

BOARDS AND COUNCILS

Nationwide Marketing Advisory Board

Nationwide Diversity & Inclusion Council

Nationwide Emerging Leaders Alumni Board

Associate Resource Group Member:

- Pride Group
- All Women's Group
- Green Group

Children's Cancer Connection Marketing Liaison and
Committee Member

CIVIC LEADERSHIP

Children's Cancer Connection

- Marketing Liaison
- Camp the Night Away Committee Member

Rebuilding Together

- House lead for Meredith Corporation for 2 years
- In charge of project scope, budget, coordinating volunteers and working with homeowners in need

United Way

- Lead volunteer coordinator for Des Moines Marketing team at Nationwide for 2 years
- Have personally been donating monthly for the past 10 years

Other volunteer opportunities

- Living History Farms
- Friends of Walnut Woods
- Iowa Homeless Youth Center
- Central Iowa Shelter and Services
- Ronald McDonald House Charities



ACHIEVEMENTS, AWARDS, RECOGNITION

Emerging Leaders Program Graduate

- Nationwide – 2017
- Only 26 employees are chosen, via nomination, each year (from hundreds of applicants)
- Year-long program including monthly group sessions, volunteer opportunities and a group project presentation at the end of the program
- Focuses on preparing employees for leadership roles and encouraging growth and retention

Recipient of 26 Bravo Awards

- Nationwide 2016-2017
- Peer-to-peer and leader-to-peer recognition

Green Belt Six Sigma Certification

- Nationwide – 2015
- Year-long continuous improvement course focusing on problem solving and process improvement

Inspired Performance Award

- The Integer Group – 2008
- Leader and associate-nominated award recognizing an employee who made the largest contribution to the company within that quarter



PERSONAL ACHIEVEMENTS



Fitness and Nutrition Coach

- I am currently a Beachbody fitness and nutrition coach. I enjoy inspiring and motivating others to be the best version of themselves that they can be. A lot of people think they don't have time to workout or eat well, but I have a full time job, 3 kids and volunteer within my community and still find time to get a workout in each day – and I love encouraging others to do the same!

Farrell's 10 Week Extreme Bodyshaping Challenge Winner

- \$1,000 winner for West Des Moines location in 2016
- 10 week bodyshaping challenge incorporating kickboxing, resistance training and nutrition

Farrell's Kickboxing Instructor and Coach

- I was an instructor at Farrell's Martial Arts for 3 years and a coach for their challenge program for 1 year

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