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| IsaacNorton |

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# Experience

## AVP, Strategic Marketing / Sammons Financial Group, West Des Moines, IA

## (2017 – Present)

## Director, Product Marketing / Sammons Financial Group, West Des Moines, IA (2014 – 2017)

## Lead the development of fixed annuity marketing strategy and marketing campaigns for top five fixed index annuity carrier (average approximately $5 billion annuity premium annually over last three years combined between Midland National and North American) - including value proposition creation, new product marketing campaigns, independent marketing organization (IMO)/agent marketing strategy and research initiatives

## Lead team responsible for multichannel marketing campaign strategy execution, including print, digital, video and webinars/events

## Doubled team size to enhance marketing content, video and graphic design capabilities

## Worked with creative team and content strategists to develop new fixed annuity product brochures, product positioning sales concepts and value-add prospecting tools for IMOs, agents and sales teams

## Lead cross-functional Go-to-Market team to ensure alignment and integration with other divisions and departments to create a seamless go-to-market strategy for product launch and promotion initiatives

## Tracked the campaign analytics of annuity product marketing initiatives and projects to evaluate and improve results

## Created ongoing product messaging alignment across the fixed annuity portfolio

## Drove brand strategy for Midland National and North American, adaptable to all audiences (consumer, IMO, agent, employee)

## Developed and managed IMO/agent training and event presentations including webinars, workshops, lunch-n-learns, and conferences

## Tracked and measured online website product promotion and prioritization for the agent website, social media platforms and sales team efforts

## Responsible for developing multimedia strategy for agent training and consumer education on product portfolio and company brand value for both Midland National and North American, including tracking and measurement on usage and business impact

## Manager, Product Marketing / Athene USA, West Des Moines, IA

## (2013 - 2014)

* Lead and managed cross-functional Go-to-Market team for successful annuity product launches
* Marketed multiple annuity series to distribution partners via integrated campaigns
* Instituted new end to end campaign ideation and execution process to ensure consistency and effectiveness
* Guided new product development and pipeline via Stage Gate process, including Ideation, Validation, Implementation and Go-to-Market launch
* Created promotional strategy and product marketing materials based upon desired sales mix

## Manager, Customer Experience / Aviva USA, West Des Moines, IA

## (2011 – 2013)

* Improved core company metric (Net Promoter Score) via key projects as part of customer experience roadmap and strategy
* Directed multi-channel community relations project to support brand culture and initiative
* Developed and coordinated strategy framework to prioritize projects and target audiences
* Implemented test campaign strategy to ensure more intelligent and scalable campaigns
* Disseminated customer and market insight to key groups to guide improvement efforts
* Created business case proposals for recommended projects illustrating ROI and perceived risks

## Specialist, Channel Marketing / Aviva USA, West Des Moines, IA

## (2007 – 2011)

* Created suite of pre-approved annuity marketing material to equip field agents
* Reviewed field-created marketing material for content effectiveness and regulation compliance
* Managed product marketing materials through product changes and new product development

# Education

## Master of Business Administration / Friends University, Topeka, KS

## Bachelor of Business Administration, Marketing/ Kansas State University, Manhattan, KS

# Team Recognition

## IABC Golden Quill Awards

## Two merit awards for excellence in Integrated Marketing Campaigns and Communications

## AMA Iowa NOVA Awards

* 2017 – Best in Show, Best in Category (Integrated Marketing, Small Budget), 2nd in Category (Marketing Research)
* 2016 – Best in Category (Marketing Communications