

CHRIS FIACCONE

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PROFILE

16-year marketing leader with background in Fortune 100 company, telecom and early-stage startups. Specific expertise in: go-to-market strategy, paid media, alliance / partnership marketing, pilot programs, local marketing and agency management.

EXPERIENCE

SENIOR MARKETING MANAGER, FEDEX, INC.; PLANO, TEXAS — 2012 - PRESENT

Local Marketing; Nov 2015 - Current

- Marketing lead for openings, closing and relocations for the 1600+ FedEx Office locations
- Led the development of the complete overhaul of all creative used for local marketing
- In collaboration with FedEx Advertising, developed the multichannel paid media strategy including digital, social, direct mail, out-of-home and event marketing
- Manage a \$1.25M budget to fund paid media and agency support
- Supported over 50 openings (including universities), closings and relocations to date
- Road warrior; over 70 flights planned this fiscal year

Pilot Programs; Aug 2013 – Aug 2016

- Marketing lead for the eBay Valet pilot program at FedEx Office
- Managed core team meetings including product management, operations planning, public relations, pricing, finance and analytics
- Brought a very vague program concept to materialization in four locations in the Atlanta market
- Led the creative agency to the development of the in-center experience—from rendering to execution
- Consulted on and collaborated on eBay's go-to-market plan including paid media
- Grew the pilot from the initial four centers to more than 40 in the southern California market
- Proved efficacy with the pilot and led the launch into more than 1600 centers nationwide

Alliance Marketing; Sept 2012 – Oct 2016

- Overall retail relationship manager for the FedEx - American Express relationship
- Collaborated with AMEX on the development of a custom regression model that identified top small business responders tiered in deciles
- Developed marketing strategies and campaigns to share-of-wallet from competitors to FedEx Office
- Designed a strategy to promote retail shipping at FedEx Office via the AMEX marketing platform; gained C-level support and managed the initiative through the FedEx IT change process
- Directed campaigns to deliver \$10M YOY incremental revenue goals and \$130M total over four years with \$1.5M total invested.

SENIOR MARKETING MANAGER, TELADOC, INC.; DALLAS, TEXAS — 2011 - 2012

Designed and oversaw all marketing strategy for large corporate clients' B2C implementation. Responsible for short and long-term B2B acquisition marketing strategy and execution for leading telehealth provider. Reported to the CMO and managed internal team of creatives and external creative/advertising, multimedia, SEO and publicity agencies to drive visibility through multiple segments.

- Directly managed \$850K marketing budget while meeting corporate objective of 3:1 net ROI.
- Designed, implemented and managed fully-integrated campaigns that included social media, heavy digital advertising and direct marketing, offline advertising, loyalty, events and publicity/PR.
- Developed long-term marketing strategy in a P&L environment for B2B acquisition partially responsible for doubling revenue growth in year one.
- Managed in collaboration with Indiana University to develop a multivariate regression analysis model to identify best responders to marketing activities resulting in 123% increased response rate and \$1.2M + client savings.
- Designed strategy and managed external PR agency to publicize \$18.6M venture funding by Kleiner Perkins resulting in feature articles in the *Wall Street Journal*, *Dow Jones* and more.
- Negotiated all external agency contracts and managed deliverables with a 23% reduction in over-spend.

MANAGER-AMERICAS, ACCSYS TECHNOLOGIES PLC; DALLAS, TEXAS & LONDON, ENGLAND— 2009 - 2011

Directly responsible for all marketing strategy for the Americas and New Zealand for the London-based publicly listed technology licensing company. Reported to the CEO and liaised with international marketing team for coordinated global strategy. Specific emphasis on product strategy and brand exposure using creative agencies in the UK, US and the Netherlands, and a US-based publicity agency.

- Oversaw €1.5 million marketing budget; directly responsible for €750k budget.
- Developed B2B strategy directly responsible for 20% distribution growth.
- Liaised with business development team to design marketing strategy resulting in the signing of a South American distributor whose revenues at the time exceeded \$2 billion.
- Implemented integrated marketing campaigns consisting of online and offline advertising and direct marketing strategies resulting in 312% revenue growth for the Americas and New Zealand.
- Managed exhibitions throughout the US, Canada, UK, Netherlands and Spain.
- Managed a worldwide corporate identity change, consisting of a team of C-level executives, legal, creative and publicity agencies for delivery throughout the organization, the Amsterdam and London stock exchanges and the global distribution channel.

EDUCATION

University of Oklahoma, Norman, OK — B.B.A., Management Information Systems (MIS), 2001