

## SUMMARY

Christine is an energetic, results-driven, strategic growth professional with excellent leadership skills and a record of success in the planning and implementation of market strategy. She has a comprehensive business background supported by 20+ years of global market experience. She is seeking a strategic marketing role with the right company where she can leverage her experience and passion to make a difference.

## KEY EXPERIENCE AREAS

### Strategic Planning

- Broad industry experience in the development and management of long-range and operational business strategy and related global marketing efforts that consistently resulted in marked revenue growth.
- Created organic growth and ROI through a company-wide re-branding effort that focused on a portfolio of under performing businesses. The effort involved resource planning, establishing goals, detailed tactical planning, cross-functional leadership and cultural change. This portfolio, representing over \$62 million in sales, grew at record levels during the following years with sustainable increases in brand momentum across multiple markets.
- Led multiple companies through the shift from being a product-focused to solution-focused, driving revisions to technology roadmaps, repositioning in the market, and tailoring of value propositions to customers, resulting in increased interest and customer engagement.
- Authored successful startup business plans and related marketing campaigns with various clients in retail, financial services, non-profit and professional services.

### Marketing & Business Development Leadership

- Restructured the business development organization and internal processes for a top 100 accounting firm to positively affect external marketing and delivery of products and services. Key elements included brand re-positioning, developing and implementing a customer-centric proposal process, and the creation of a new internal marketing culture.
- Led the global marketing efforts for a \$12B company, establishing leadership positioning for pursuits in target markets around the world and extended this messaging through integrated marketing communications programs and interactive digital sales enablement tools.
- Served as the chief marketing expert for a \$2B global market segment, identifying inflection points and championing thought leadership within the company to bring next-generation technologies to market.
- Planning and execution of a multitude of annual and special-purpose global sales & marketing programs focused on influencing the behavior of the sales force, channel partners, and end consumers.
- Implemented product marketing strategy that leveraged design and development resources along with voice of the customer data, brand positioning, and competitive assessment to deliver the right product at the right time to the right customer.
- Developed engagement programs including executive advisory boards & technical focus groups to ensure continuous customer feedback.
- Created and delivered numerous business development training initiatives including online training classes.
- Experienced in portfolio marketing activities throughout the product life cycle, from product launch and adoption to sunset.

### Corporate Development

- Extensive experience in research and evaluation of acquisition candidates, as well as integration of acquired companies into existing operations. Experience as both a due diligence team member, and integration lead for various acquisitions.
- Key management team member for the post-merger reorganization of a \$72M company. The efforts included working with senior executives and the BOD to establish a new Vision, Goals and Strategic Direction; the efforts resulted in moving the company from a net loss position to sustainable profitability.
- Co-led the successful divestiture of a patented voice verification technology, including marketing, relationship management, technical presentations, and sale negotiations.

## EDUCATION & CERTIFICATIONS

- Masters of Business Administration – in process
- Bachelors of Science, Business Administration
- USC Executive Development Program, Strategy
- Certified LEAN Principal
- Certified Leadership Coach

## VOLUNTEER ACTIVITIES

- BOD Marketing Chair for various trade associations
- Volunteer leader for Gateway church small group
- Volunteer service at various local community events
- Volunteer action photographer for local high school varsity football program

## PROFESSIONAL WORK HISTORY

### **Emerald Ridge Concepts (Prosper, TX) 4/2018 – present**

Industry: Management & Marketing Consulting Services

■ MANAGING DIRECTOR, BUSINESS STRATEGY & MARKETING: Consulting with clients in the areas of long-range strategic planning, operational business planning, customer-centric marketing strategy, product development plans, sales and business development structure, branding and corporate communications. Working with senior executives and other management to provide coaching, plan development, market insights, competitive positioning, product lifecycle planning, proposal & pricing strategy, business process development, market growth strategies, and related planning and implementation documents.

### **Sabre Corporation, Travel Networks (Southlake, TX) 2/2016 – 4/2018**

Industry: Information Technology & Services

■ PRINCIPAL, GLOBAL MARKETING MANAGER: Served as the chief marketing expert for the global Airline line of business. Key areas of focus included understanding the global markets in which we operate, planning and execution of the global marketing plan for the airline segment including events, campaigns, thought leadership, product launches and sales readiness activities in support of business objectives. Worked collaboratively with other sales and marketing leaders to ensure that key messages and go-to-market activities were effectively tailored and disseminated. Additionally, served as a member of the Air product leadership council, and as a key stakeholder on the NDC project team to deliver next-generation retailing and distribution solutions.

■ PRINCIPAL, GLOBAL PRODUCT MARKETING MANAGER: Responsible for driving product line strategy, ensuring customer-centric market positioning, operational readiness, and on-going sales enablement and support. Primary areas of focus included understanding the global markets in which we operate to uncover new opportunities and translate trends into unique product concepts; driving a vision for our software solutions through the development and implementation of multi-year strategic roadmaps and plans; establishing pricing models; developing sales enablement tools that articulate key messages; planning and execution of go-to-market activities with key stakeholders.

### **L-3 Communications, Mission Integration Division (Greenville, TX) 9/2014 – 2/2016**

Industry: Aerospace & Defense / Communication Electronics

■ SENIOR MANAGER, MARKETING: Provided leadership and creative direction to drive key messaging and optimal global market positioning with our customers and in our community. Managed a team of nine graphic designers, photo/video professionals and writers, as well as external contractors and vendors; Responsible for the development of strategic global marketing plans for all products and programs; Led marketing effort for highly complex new business pursuits; Developed and implemented promotional campaigns including copywriting, interactive application development, printed promotional materials, and advertising to increase awareness of capabilities in target markets; Utilized an integrated marketing mix (print and digital media) to drive messaging at tradeshow and customer events; Managed online presence for the division website, two microsites and social media platforms; as well as provided oversight for community, executive and internal communications initiatives.

### **Rockwell Collins, Government Systems (Richardson, TX) 5/2008 – 3/2014**

Industry: Aerospace & Defense / Communication Electronics

■ PRINCIPAL, BUSINESS DEVELOPMENT & MARKETING MANAGER: Responsible for performing global market analysis; identification of inflection points for core and non-traditional business; development of global product, systems and solution based market strategies; and "real, win, worth" assessment for highly complex opportunities. Lead development of long-range strategic financial plans, business plans, and marketing plans. Collaborate with engineering and product management on product launch initiatives. Work with corporate communications for development of marketing communications efforts across all markets including branding, advertising, trade shows, collateral, and web content. Partner with business leadership and the sales organization on pursuit-order-capture activities.

■ PRINCIPAL, STRATEGY DEVELOPMENT MANAGER, C3I & Surface Solutions: Formulated long-range strategic plans for multiple business portfolios; led the development of global competitive market analysis, and identification of environmental trends, opportunities & risks; as well as proactively identified merger & acquisition candidates including analysis of corporate fit, development of strategic rationale; and participation as a member of the due diligence process team. Routinely participated in life cycle value stream reviews, strategic plan review, and quarterly strategy reviews with the business unit VP/GM and other executive leadership.

### **Emerald Ridge Concepts (Mission Viejo, CA and Moorhead, MN) 10/2001 – 5/2008**

Industry: Management & Marketing Consulting Services

■ PRESIDENT | STRATEGIC GROWTH CONSULTANT: Responsible for establishing long-term and operational objectives, organization of the business, ongoing operations and customer experience. Actively consulted with clients nationwide in the areas of long-range strategic planning, operational business planning, customer-centric marketing strategy, product development plans, sales and business development process and structure, branding and corporate communications. Worked with senior executives to provide in-depth analytical services to help companies determine their strengths, weaknesses and competitive advantage opportunities; and ultimately in the formulation & execution of precise market and communications strategies. Grew the consulting practice by 400%.

# CHRISTINE STONEKING

701.388.5891 christine@christinestoneking.com Prosper, Texas

---

## **Eide Bailly (Fargo, ND) 2/2004 – 4/2006**

Industry: Accounting & Auditing Services

■ **DIRECTOR, BUSINESS DEVELOPMENT & MARKETING:** Responsible for the development and oversight of Firm-wide business development and marketing strategies across 13 office locations for this regional business advisory firm. Increased revenues from \$62 to \$83 million during my tenure. Responsibilities included working with the CEO and executive management team to formulate firm-wide and segment specific growth initiatives; perform due diligence for mergers & acquisitions; development of industry, service, and geographic marketing plans; oversight and direction of all sales and marketing managers; created business development process for sales and marketing activities; responsible for client-centric proposal process; successfully led the development and execution of a major re-branding initiative to consolidate multiple companies under one corporate brand; routinely presented to executive leadership, firm partners and board regarding business development & marketing initiatives.

## **Securus Technologies – formerly T-NETIX (Rancho Santa Margarita, CA) 8/2000 – 10/2001**

Industry: Telecommunications & Managed Services

■ **DIRECTOR, MARKETING & CORPORATE COMMUNICATIONS:** Responsible for strategic business planning, development and execution of product plans, tactical marketing plans, competitive analysis, PLC planning, and full-scale corporate communications for all divisions of this telecommunications technology provider. Led marketing and public relations effort for the company, whose revenues increased from \$72 million to \$118 million during my tenure. Accomplished marked increase in brand awareness through various corporate and product branding efforts, investor relations activities, and public relations efforts. Directed the design and development of new marketing materials and the corporate website. Determined strategic direction for product mix, including the development of value propositions for each product based on VOC data. Conducted customer visits, reviewed contracts & pricing, and made presentations as required. Monitored competitive positioning and provided market intelligence to executive management.

■ **DIRECTOR, PRODUCT DEVELOPMENT:** Responsible for developing complex business plans, customer-centric marketing strategies and forecasting for the Internet Services and SpeakEZ divisions of this telecommunications technology provider. Determined strategic direction for the Internet Services sector, the emerging voice verification technology, and the related product portfolio including development of value propositions, establishment of pricing models, feature specifications, and delivery options. Served as the project manager and primary point of contact for the design, development and implementation of new voice verification products. Conducted customer visits; provided technology demonstrations; engaged in contract negotiations, and made presentations as needed. Monitored competitive positioning and market adoption rate, and provided market intelligence to executive management. Key member of the leadership team that successfully marketed and divested the SpeakEZ division.

## **Circuit Assembly Corp. (Irvine, CA) 9/1996 - 8/2000**

Industry: Electronic Components Manufacturer

■ **MARKETING MANAGER:** Developed and implemented global marketing communications and product marketing strategies for a \$20 million electronic component supplier. Key player in development of long-range operating plans. Conducted in-depth market segmentation and PLC studies, as well as competitive analysis. Managed products from introduction through decline, including sales channel management, price modeling, and promotional activities. Handled product introductions and communications strategy, creative development, technical writing, collateral production, and media planning. Developed two corporate websites from concept to launch. Accomplished two consecutive years of record-breaking revenue in FY98 & FY99. Served on the industry standards development committee, and subsequently participated in the successful introduction of the new ATA interface technology to various OEMs. Served on implementation team for ERP, and ISO9001 certification.

■ **SALES & CUSTOMER SERVICE MANAGER:** Management of global sales and customer service operations. Responsible for sales staff, customer service team, contract administration, and quotation departments. Restructured and streamlined all service functions for increased efficiency and effectiveness, as well as improved employee morale and teamwork. Established formal sales analysis and reporting methods. Developed and implemented new sales policies, resulting in increased revenue & decreased cost.

## **Experian – formerly TRW IS&S (Orange, CA) 7/1991 - 9/1996**

Industry: Financial Services

■ **SUPERVISOR, BIS CUSTOMER SERVICE AND OPERATIONS:** Management of nationwide customer service/operations and call center activities/stats; managed CSR staff; participated in process improvement teams; maintained 96% customer satisfaction; supported \$8.75M revenue; managed workflow among customers, sales, production, finance, marketing and senior management; revenue accounting activities ensuring proper revenue recognition; prepared and negotiated customer contracts.

■ **FINANCIAL ADMINISTRATOR:** Responsibilities included research, data compilation, variance analysis, and creation of reports such as the consolidation of IS&S Monthly Results; preparation and analysis of budgets for 11 Group managers (\$12.5M) & facilities (\$21.5M); monthly Group close; capital expenditure tracking; assisted VP of Finance with daily department activities; special projects for Group VP's & executive staff; assist in preparation and production of the IS&S Operations Plan & Long Range Plan.

■ **ADMINISTRATOR, MICROIMAGING SVC ORGANIZATION:** Supervision of daily business operations and office staff; design and implementation of policies; managed customer revenues (\$7.5M); budgetary planning and analysis for 7 P&L centers and 28 field sales locations; software business development and account management; market rate analysis and development of customer pricing; contract administration; indirect supervision of MSO Sales team.

**RECOMMENDATIONS** – source: [Christine Stoneking's LinkedIn Profile](#)

**Christopher Croupe** Principal, Strategy and Planning at Sabre. “Christine is a true professional and brought thoughtful insights to the projects I have had the pleasure of working on with her. Although we were never colleagues on the org chart, I could always count on Christine to provide me with direction (and sometimes collateral) when I needed help in her areas of expertise. She would be an asset to any team she is a part of.” *August 20, 2018, Christopher worked with Christine in different groups at Sabre*

**Kerri Ressler** Director of Organizational Excellence and Leadership Strategy at The University of Texas at Arlington. “Working with Christine helped my role tremendously. She was able to take a large amount of complex data and information and reduce it to consumable and compelling messages that really helped tell the overall story of our product capabilities and how we were differentiated in the marketplace. Christine has a great mind for strategy and analytics with a strong marketing background - this along with a positive, willing to learn and team oriented focus makes her a wonderful colleague to have on your team!!” *January 27, 2017, Kerri worked with Christine in different groups at Sabre*

**Mark Johnson** Chief Technology Officer. “Christine was always very creative - with an appropriate amount of flair - articulate, precise and accurate in global corporate marketing and communications. She readily aligned her work output with overarching corporate strategies, while developing alternative, new approaches to expand our market presence and share. I highly recommend Christine!” *January 13, 2017, Mark managed Christine at L-3 Communications*

**Rod Brown** Management Consultant at CS Solutions LLC. “Christine provided leadership, guidance and structure in the development of a market driven 5 year strategic plan. She has the ability to manage the details without losing sight of the larger objectives of a project.” *May 2, 2013, Rod worked directly with Christine at Rockwell Collins*

**H. Allen Boyd** President at Streamwise Consulting LLC. “Christine is a committed, focused marketing manager who quickly develops a comprehensive sense of the strategic landscape and then works to shape realistic strategies for business success on it. Detail-oriented and practical but also pushing team comfort zones to greater performance.” *March 26, 2013, H. Allen worked with Christine at Rockwell Collins*

**Ross Almie** President at Future Bright LLC. “I hired Christine to help me define and implement a marketing strategy for my investment advisory firm back in 2005. Her work was timely and exemplary. She was able to see the bigger picture of what I was hoping to accomplish and laid out a strategic vision to get there. Her efforts were great, and my business benefited from her skills and delivery.” *April 12, 2013, Ross was Christine's client*

**Jerry Topp** Former Managing Partner at Eide Bailly LLP. “Christine provided market research to our firm for our use in refining our acquisition strategy which was a valuable service to our firm.” *April 5, 2013, Jerry was Christine's client*

**Cheryl Knudson** Business Development at Eide Bailly LLP. “Christine Stoneking is a leader in every sense of the word. Christine brought a high level of talent and strategic thinking to our business development and marketing team at Eide Bailly. She can take very ambiguous circumstances and clarify goals for professional team members. She is a trusted colleague.” *September 16, 2008, Cheryl reported to Christine at Eide Bailly LLP*

**Mike Payne** CEO at Onefire Holding Company. “Christine has a great ability to develop a strategic vision and pull together a team of people with diverse backgrounds, skill sets and experiences to work towards the ultimate goal. In my dealings with Christine, she was always fair, focused and driven in her efforts and provided good strategic and collaborative insight into any situation.” *March 4, 2008, Mike reported to Christine at Eide Bailly LLP*

**Greg Carraway** Owner at Carr Manufacturing Company. “Christine was always able to get the group together to achieve a common goal on time. Her ability to effectively motivate others was a key component to her success. At the time, Christine was responsible for all of the Marketing efforts of the company and successfully launch several new and innovative campaigns. She is extremely personable and professional. If given the chance to work together again I certainly would accept the opportunity.” *August 15, 2014, Greg worked directly with Christine at Circuit Assembly Corp.*

**Tony Escobar, CLP** Executive Vice President at AmiCOUR IP Group. “I had the pleasure of working with Christine Stoneking early in her career with TRW and saw a professional with a seemingly unlimited capacity to learn, improve processes, develop creative new approaches to solving problems, and simply achieve. She was a great team player, consistently working across multiple departments to increase efficiency and improve services and revenues. She initially demonstrated her leadership skills as a supervisor of customer service and sales administration for a relatively new product line where she lead a staff of customer service representatives in support of sales, and developed some of the foundational systems for measuring customer satisfaction and supporting sales growth for a new product. It is not surprising that in subsequent years, Christine has continued to expand her expertise into new functions such as marketing and strategic planning, and to attain and be successful in senior leadership roles.” *April 1, 2013, Tony managed Christine indirectly at TRW IS&S.*