

## James F. Dawson

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### Digital Marketing & Omni-Channel Leader

A strategic, collaborative marketer with Fortune 20 and agency experience who develops on-time, on-target programs that deliver results. Strong proponent of integrated campaigns and thought leadership that identify and align with customer needs. Expertise in account-based marketing, digital and social media, client and partner engagement, demand/lead generation, experiential programs and creative concepts.

#### Professional Experience

##### IBM Global Business Markets, Dallas, TX (06/2017 - 02/2018)

###### **Marketing Manager, Channel Partners, Analytics (N. America)**

Developed and executed partner-aligned marketing strategies and plans for Analytics Business Unit.

Collaborated with business partner DOMs and value-added distributors to implement plans, campaigns and events to reach/engage c-level executives with enterprise (\$1B+) and mid-market (\$100M+) accounts

- Engaged with global product leads, Agile marketing team and partner sales to generate new business leads, build pipeline, leverage co-marketing funds and accelerate revenue growth
- Directed strategy, message development and event execution targeting c-suite at Gartner Summit
- Achieved 87% response/lead generation from CIOs/CTOs attending executive boardroom sessions

##### Verizon Enterprise Solutions, Irving, TX (03/2016 - 12/2016)

###### **Marketing Manager, Enterprise Segments (Healthcare, Insurance, Energy, Manufacturing)**

Worked across Verizon business units: Enterprise, Wireless and IoT to develop, manage and own marketing strategies and plans to increase account team collaboration, sales effectiveness, demand generation and new business success

- Created customer journey maps for healthcare and manufacturing to guide strategy / thought leadership
- Championed win/loss analysis to improve strategic targeting, account retention and sales close ratio
- Secured \$500K in market development funds from partner for a third-party 5-year strategic partnership

##### Verizon Enterprise Solutions: Marketing Manager, Healthcare (06/2014 - 12/2016)

Provided healthcare market expertise to account teams, sales enablement, product management, demand generation, go-to-market, marketing communications and partner programs; strategic advisor on HIMSS, Mobile World Congress, Connected Health Conference and World Health Organization programs. Worked with key applications: Salesforce, Aprimo, Clarabridge, Medallia, Tech Validate, Factiva, Win-Loss Analysis

- Developed account-based marketing plans (ABM) for hospital, pharmaceutical and medical clients
- Directed e-marketing campaigns using digital postcards that generated audience responses up to 79%
- Revamped 30+ strategic account sales plans to make them more dynamic, relevant and actionable

##### Dawson Marketing Group, Dallas-Fort Worth, TX (01/2006 - 06/2014)

###### **Vice President / Marketing Director**

Marketing, communications and public relations/media advisor to SMB clients, speciality medical practices, and start-ups. Created marketing plans, brand positioning, developed creative concepts/tactics, directed graphic design, negotiated media buys, provided communications/media counsel to business leadership

- Created brand message, web, social, public relations and advertising for launch of concierge care practice
- Directed brand strategy, public relations, thought leadership and advertising for back/spinal care practice
- Retained by educational dot.com to create e-marketing, PR/media outreach and online sponsorships
- Developed brand identity, launch plan and PR/media for new 3T MRI services for neurology group

## **Additional Professional Experience**

### **Dawson Marketing Group, Boston, MA** (06/1997 - 10/2005)

#### **President, Director of Marketing**

Founded a full-service marketing, advertising and public relations firm that developed integrated campaigns for B2B/B2C and healthcare clients; Named a top 25 creative shop per the Boston Business Journal

- Retained by client to contend for a \$300M pilot program at General Motors; developed new corporate brand that integrated seven acquisitions to show full capabilities; Worked with executive committee and sold co-brand concept to CEOs/GMs of acquired firms; Results: GM included client in \$300M pilot
- Determined cause of sales decline for medical product manufacturer in less than 45 days; client revamped core messaging, targets and alignment of sales teams with a significant increase in physician engagement
- In 3 weeks, developed package to present/sell up to 500 overlapping properties for Shell-Texaco-Aramco at Las Vegas real estate event after corporate merger; over 100 qualified sales leads confirmed at show
- Integrated marketing campaign for medical disposables manufacturer received the Best Promotion of the Year Award from the Retail Merchants Association and Public Relations Society of America
- Retained by Goldman School of Dental Medicine at Boston University to create eBay-like web portal for dentists, hygienists and job seekers, sellers of new/used dental equipment, dental practice sales and more; site returned 100% ROI in 6 months and enabled increased marketing/recruitment actions for university

#### **Consumer and Business Clients:**

American Express, General Motors, Anheuser Busch, Shell-Texaco, ING Real Estate, Glassbook Software, World Trade Center Boston, Hanscom Air Force Base, Boston Museum of Science, Waltham Woods Real Estate, Radcliffe College, U.S. DOT, Federal Aviation Administration, Verizon, State Street Bank

#### **Healthcare and Medical Clients:**

Harvard Medical School, McGaw Labs, Splash Shield, Bard Cardiovascular & Electrophysiology, Sterile Design (NJ), Association for Professionals in Infection Control (APIC), Argon Medical, Curity Gloves, Acufex, Dimock Center (HIV), Boston Medical Center, Boundary Healthcare, Tufts N.E. Medical Center, Mass. Department of Public Health, Newton-Wellesley Hospital, Beverly Hospital and Women's Health Center, Maxxim Medical, Goldman School of Dental Medicine at Boston University

#### **Education / Certifications**

- Bachelor of Science (B.S.), Journalism; Northeastern University, Boston, MA
- Graduate Marketing Certificate Program, Cox School of Business, Southern Methodist University 2017
- Certificate, Social Media/Web Communications; Southern Methodist University 2015
- Certificate, Digital Marketing and Management; Southern Methodist University 2015
- Certification: Agile Explorer (IBM); Account-Based Marketing (Verizon)
- Certificate, Certified Business Communicator (CBC); Emory University/Business Marketing Assn.

#### **Professional and Community Involvement**

- President, American Marketing Association, Dallas-Fort Worth
  - Over 800 members; increased member participation by 35%; Finalist AMA Chapter of the Year
- President, American Marketing Association, Boston
  - Expanded chapter from 660 members to 1100+ in 36 months; 4th largest chapter in US
- Marketing Mentor, Cox School of Business, Southern Methodist University since 2006
- Marketing Judge: AMA Marketing Awards, Dallas-Ft. Worth and Houston; Sizzle Awards, Exhibitor Magazine, Gold Quill Awards, International Association of Business Communicators (IABC)
- Associate Member, District Export Council of North Texas (US Commercial Services/US State Dept.)
- President, Business Marketing Association
- Chairman, Trade Show Exhibitors Association