



Tom Dennis
SENIOR MARKETING PROFESSIONAL

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EXECUTIVE SUMMARY

Creative, strategic and passionate marketing professional with international experience and a proven track record in brand management, B2B marketing and consulting. Inventive, assertive and tactical leader of enterprise-wide initiatives that build brand value and company culture, and result in sustainable and profitable growth. President Emeritus of the Dallas/Fort Worth Chapter of the American Marketing Association.

PROFILE

- **Trusted, contributing member of the leadership team** - able to provide analysis, strategic direction, and specific business recommendations on critical decisions with ethics and integrity.
- **Leader and motivator** - very strong vertical and lateral relationship skills who facilitates the exchange of ideas to strategically accomplish objectives.
- **Great communicator** - strong executive presentation, proposal composition, problem resolution and negotiation skills; able to interact with individuals at all levels and across cultures.
- **Unwavering performer** - thrives in creative and challenging environments, staying focused on the details of the tactical execution.

CORE COMPETENCIES

- Brand Development
- Strategic Planning
- Project Management
- Team Leadership and Motivation
- Presentation and Written Communication Skills
- Social Media Strategies / Tactical Implementation
- Trade Show, Meeting and Event Management
- Client Relationship Management
- Creative Direction
- Process Development
- Competitive/Market Analysis
- Mentoring and Guidance

WORK EXPERIENCE

EXPERIPRO, LLC, Dallas, TX

A Marketing Insights & Brand Strategy Firm experipro.com

2015-present

Vice President of Brand Strategy

- Developing and implementing marketing plans, including developing the strategy, overseeing and conducting market research, project management and overseeing creative and digital implementation
- Creating integrated marketing campaigns with impact - for clients in a wide range of B2B, and B2C, industries, including; healthcare, finance, manufacturing/distribution and non-profit spaces
- Leading clients through the strategic planning process
- Conducting presentations and workshops on marketing, culture and strategic planning

SMU - CONTINUING AND PROFESSIONAL EDUCATION, Dallas, TX

Professional development and certification programs smu.edu/cape

2016-present

Instructor – Digital Branding and Engagement Course

- Covering brand development, strategies and tools for engaging customers and prospects online

RECEDING HAIRLINE PRODUCTIONS, LLC, Dallas, TX

A Strategic Marketing Consulting Firm rhpllc.com

2011-present

Big Wig

- Brand consulting and strategic planning for small companies
- Develop presentations and pitch packages with impact - PowerPoint power user

SOCIAL CENTIV, Dallas, TX

Start-up software company – real-time, intent-based marketing on Twitter socialcentiv.com

2014-2015

Account Executive

- Called on local agencies, marketing firms and end users introducing the product
- Built the product presentation deck, including case studies for corporate and public meetings

WORK EXPERIENCE, CONT.

BLANKS, Dallas, TX

74-year-old commercial printer specializing in the management of complex print programs blanks.com

2011-2014

Director of Marketing

- Conducted a complete rebrand of the company; the establishment of Core Values, Vision, Mission and Brand Position - including internal and external implementation of the new verbal and visual brand
- Developed marketing material, including a new website, pitch presentation, sales tools and social media
- Served on the Executive Team and led the company's annual strategic planning meetings
- Assisted Sales Reps in business development activities, increasing sales by \$2,000,000 in 2013
- Significantly raised the visibility of the company within the print industry with 16 Best in Category winners in the regional PIA Mid-America Graphix Awards in 2013 and 2014

BRANDEXTRACT, LLC, Houston, TX

A strategic brand consulting firm brandextract.com

2008-2011

Vice President, Business Development – Dallas, TX

- Established the company's presence in the DFW Metroplex through cold calling, networking and securing speaking engagements for the company's leadership
- Helped develop the firm's integrated marketing strategies and deliverables
- Served on the management team, guiding policy and contributing to company strategic plans

MOHAWK FINE PAPERS, Cohoes, NY

Family owned manufacturer of printing paper mohawkpaper.com

2005-2007

Specification Sales Rep/Business Development Manager – Dallas, TX

- Established specification sales business in TX and OK - including 100% sales growth in OK
- Helped grow TX sales in core product lines by 17% in 2006, significant growth in a declining market
- Drove local marketing efforts, including development and production of sales tools and presentations

BLANCHETTE PRESS, Vancouver, B.C.

Award winning commercial printer blanchettepress.com

2003-2005

Sales Consultant – Dallas, TX

INTERNATIONAL PAPER, FINE PAPERS DIVISION, East Granby, CT

A Fortune 100 paper manufacturer internationalpaper.com

1999-2002

Manager, International Sales & Marketing

- Managed the marketing and sales in 40 countries, accounting for over \$10 million in sales.
- Responsible for a \$1.5 million budget, management of seven and sales office and warehouse in Holland.
- Developed and implemented marketing plan and strategies, including the creation of marketing material suited for competitive situations in numerous international markets
- Served on the Marketing & Sales Lead Team as well as the division's strategic planning Lead Team

FOX RIVER PAPER CO. / SIMPSON PAPER CO., Seattle, WA

A privately held paper manufacturer – now owned by Neenah Paper neenahpaper.com

1996-1998

Marketing Product Manager – Seattle, WA

- Managed product life cycles, developed successful product extensions, developed marketing tools
- Led Product Committee, served on Strategic Planning Team and Marketing Committee

INDUSTRY ACTIVITIES / AWARDS

- **Dallas/Fort Worth Chapter of the American Marketing Association: President (2010-2011, 2016-2018)**
 - Developed a strategic plan that increased program attendance 20%. This led the chapter to its most successful year ever, winning the AMA National Runner-up Chapter of the Year. (2008)
 - Oversaw a committee of over 60 volunteers that produced 50+ events - growing attendance 36% (2009)
 - Developed numerous processes to improve event production, evaluation and cash management
 - **American Marketing Association** - National Volunteer of the Year (2012)
- **1st Tuesday Connections** - Co-Founder (2010-present)
 - Educational group for entrepreneurs, now part of the North Dallas Chamber of Commerce

EDUCATION

Bachelor of Arts in Speech and Drama, with a minor in Business Administration, Marymount College, Salina, KS