

SUMMARY OF QUALIFICATIONS

Award winning six sigma marcom professional with exceptional leadership and communication skills. Former military officer. 15 years in global integrated marketing communications, digital media & analytics, consumer insights, and content strategy. Fortune 500 management. Track record of consistently exceeding organizational goals & objectives.

EDUCATION

- 1998-2003 **The United States Air Force Academy**, Colorado Springs, CO
- B.S. in Behavioral Sciences & Human Systems Engineering
- 2011 **Penn State University, Smeal College of Business**, State College, PA
- MS in Strategic Communications (2019 expected)
 - Certificate in Executive Management (Developing Managerial Effectiveness)
- 2018 **Massachusetts Institute of Technology, Sloan School of Management**, Cambridge, MA
- Executive Certificate in AI & Machine Learning for Business Strategy

EXPERIENCE

- Present **Head of Integrated Marketing Communications & Digital Strategy, Raytheon Company**
- Global product marcom business lead in multi-billion dollar strategic pursuits for *Fortune 150* tech corporation; digital innovation and strategic communications leader
 - Leadership team member and executive marcom advisor for \$1B & \$2.3B business units
 - Global multiple award winner for digital innovation and customer engagement strategy
 - Web, mobile, application strategy, UX/UI practices, digital marketing, content strategy, analytics, and business case development; AR/VR integration product owner
 - Global storytelling and content strategist for global communications initiatives
- 2013-2015 **Director of Marketing and Digital Content Strategy, SquareTwo Financial Corp.**
- Directed marcom, web, media and digital strategy for \$500M financial services company and lead proprietary enterprise software integration; reputation manager
 - Content Management System oversight, analytics, reporting, and content strategy for 18 websites in the US and Canada; digital product integration for engagement strategy
 - Developed strategic marcom plans and created all corporate media policies & standard operating procedures; compliance communications & social media advisor
 - Provided national brand leadership to corporate affiliates & subsidiaries to promote growth for North America offices and 17 call centers; media relations lead
- 2010 - 2013 **Director/VP of Corporate Communications & Campaigns, JA Finance**
- Financial nonprofit marketing, campaigns, CSR, communications director; created and lead awareness, brand positioning & communications strategies
 - Oversaw regional corporate communications, market analysis, & banking and financial services partnerships; strategy lead for CDFI and CRA advisors
 - Directed content strategy, digital media, PR, & partnership with financial executives
- 2008-2010 **Management & Strategy Consultant, Customer Experience, Gallup, Inc. (Poll)**
- Engaged in the management, impact planning and strategy consulting with corporations around organizational strategy & engagement, talent management and development to enhance efficiencies and spur real profit growth; Gallup Consulting Group
 - Strategy research & consumer relations consultant in retention studies evaluating businesses in brand impact, loyalty enhancement, customer/employee engagement
 - Translated management science and best practices into insights in order to produce organizational change across enterprises

2006-2008

Director of Marketing Communications and Advertising, Andersen Corporation

- Created, managed & directed all marketing strategy and brand positioning for the #1 affiliate of one of America's largest home improvement companies
- P&L responsibilities, including the management of > \$2.3 million annual budget
- Media relations – lead marketing communication, rebranding campaign, touchpoint optimization, & media placements resulting in 30%+ increase in customer volume
- Directed regional market research, tradeshow activations, SEO, direct response and trained & managed 50+ staff across 3 offices – sat on national marketing council

1998-2006

Communications & Counter-intelligence Officer, DoD, United States Air Force

- Air Force counter-intelligence and communications officer for Air Mobility Wing
- Lead & oversaw strategic initiatives as liaison for statewide military efforts
- Extensive leadership development, operations & program management and international relations experience
- Tech liaison between military base offices and corporate & federal organizations

PROFESSIONAL

- **Beaverworks Communications Leader**, Lincoln Labs at MIT
- **Communications Consultant**, County of Los Angeles (Dept. of Justice)
- **Global Marketing Consultant**, UBM Tech (United Business Media)
- **Chief Marketing Officer**, The Peace Projects
- **Advisory Board**, Africa Global Economic & Development Committee
- **Founding Board Member**, Urban Bridge Ventures, Inc.

TRAINING & CERTIFICATION

- Confluence, Pivotal, Sitecore, Python, WordPress, Click Dimensions, Salesforce, Eloqua, Marketo, CRM, Google Analytics, Agile, Sharepoint, marketing automation, enterprise software integration, cyber, IoT, network communications, HDI certification
- Armed Forces Service Medal veteran; TS/SCI Top Secret Clearance (exp. 2010)
- Raytheon Six Sigma
- Windows, Mac, Adobe, Social Media applications, SEO
- International Association of Business Communicators

Gallup Strengths Finder

- Strategic
- Belief
- Maximizer
- Woo
- Adaptability