

### Career Overview

Skilled at building measurable strategic and operating plans designed and executed with the functional leaders of a company to drive buy in and success in reaching the desired business metrics. Extensive M&A experience building and running roll ups.

### Employment Associations

#### **Deloitte Consulting, Austin TX**

**7/14 to 10/21**

#### **Managing Director, Deloitte Digital (retired)**

Responsible for the development and execution of the inorganic growth strategy at Deloitte Digital generating over \$150m in new revenue by successfully acquiring and integrating four companies with capabilities in digital creative, content development, data management, marketing technology and machine learning.

Accomplishments included:

- Part of the team that has taken the Deloitte Digital US practice to over \$1b in annual sales
- Developed market offerings that uniquely integrated data, technology and analytics
- Worked globally to expand the Deloitte Digital portfolio of services to \$2b+ in revenue annually

#### **Monetate, Inc., Conshohocken, PA**

**3/13 to 4/14**

#### **Chief Operating Officer**

Recruited to this ventured backed SaaS (software as a service) start up focused on attaining the market leadership position in the online digital marketing personalization and optimization space. Monetate's Marketing Acceleration Cloud allows brands to better understand their customers' situations, behaviors, and preferences and act on those insights with in-the-moment, relevant experiences targeted to the right customer at the right time. Responsible for all Marketing, Sales and Delivery functions directing over 100 employees on behalf of the over 200 brands using the Monetate solution. Major clients include Best Buy, QVC, Brooks Brothers, American Airlines, Reader's Digest and Microsoft.

Accomplishments included:

- 97% increase in Y-O-Y revenue growth 2013 vs. 2012
- Implemented Advocacy Marketing and Field Marketing functions
- Improved Net Promoter score 33% in 2013
- Successfully introduced product expansion into email messaging

#### **eBay Enterprise (formerly GSI Commerce), Philadelphia, PA**

**3/11 to 2/13**

#### **Group CEO Marketing Products**

**7/11 to 2/13**

Promoted into the leadership position of this new Global group operating inside of eBay Enterprise focused on improving online customer engagement, conversion and retention by leveraging big data and technology for diverse multi-channel brands like Auto Zone, Hanes, British Airways and Publishers Clearing House. Technology products included, email, mobile, affiliate, display advertising, offline CRM and attribution analytics. Full P&L responsibility with revenues of \$160 million and total global headcount of over 700 in offices across the United States, United Kingdom, Singapore and China.

Accomplishments included:

- Built the 3 year strategic plan and product road map that generated new products like the Altitude Algorithmic model for online media optimization, PJX Peer social sharing solution and the Acclaim Retail tablet for big data decisioning at point of sale
- Improved Operating income 500 basis points and grew bottom line by 34%
- Improved client retention by \$4mm over run rate

**MBS Insight, an eBay Enterprise Company, New York, NY****3/11 to 6/11****Business CEO**

MBS is the leading provider of consumer engagement and enterprise decisioning solutions for specialty and luxury multi-channel retailers like Tiffany, Ralph Lauren and Things Remembered. The MBS CRM platform helps marketers manage the avalanche of big data generated across their entire ecosystem, profitably cultivate consumer relationships across established and emerging channels and deliver personalized, relevant messaging and offers that drive positive financial performance. Full P&L responsibility with revenues of \$20 million and total headcount of 100.

## Accomplishments included:

- Reorganization of the business saving \$2 million a year in operating expense
- Recruited key executive talent filling the Chief Revenue Officer and Chief Technology Officer positions as well as several sales directors
- Accelerated development of the new platform release by leveraging external assets
- Secured agreement from largest client on a \$8 million multi year renewal

**Dydacomp Development Corp., Totowa, NJ****4/08 to 2/11****Chief Executive Officer**

Recruited by an investor group to lead the efforts of this software and SaaS (software as a service) provider specializing in mission critical marketing and operational applications for mid market multi channel (catalog, ecommerce and retail) merchants in major vertical markets that included books, toys, sporting goods, food, apparel and auto parts. Major products included the SiteLINK eCommerce platform and Multichannel Order Manager, which enabled 2,500 clients to conduct \$3 billion a year in commerce through 3 million buyer transactions. Total headcount of 69 (up to an additional 24 developers outsourced from offshore partner).

## Accomplishments included:

- Built the 3 year strategic plan and product road map that moved more of the business to SaaS
- Record sales and EBITDA growth of 24% in 2009
- Successfully acquired Storefront.net, a hosted ecommerce solutions provider
- Recorded the most successful new product rollout in the history of the company
- Added over 500 clients while increasing average selling price 50%
- Outsourced level one tech support and .NET development to offshore partners

**PRIMIS Marketing Group, Inc., Fort Myers, FL****12/04 to 3/08****President/Chief Executive Officer**

Responsible for the leadership of this private equity backed marketing services business which was founded on the premise of making direct marketing easier for medium sized businesses using technology to create our competitive advantage. Total headcount of 250 servicing 5,000 customers from offices in FL, CO, CT, RI and CA.

## Accomplishments included:

- Revenue growth from \$18mm to \$53mm (organic and acquired)
- Successful acquisition of 5 businesses in 4 years
- Built next generation of SaaS online solution: [www.acculeads.com](http://www.acculeads.com)
- Reconfigured sales teams to maximize client potential by adding a National Accounts team selling directly to big marketers. Major wins included ATT and Hyatt Vacations
- Accelerated rollout of [www.alumnifinder.com](http://www.alumnifinder.com) to more aggressively enter the not-for-profit vertical market
- Rebranded all acquired businesses under Accudata name
- Created a successful exit event for shareholders of over \$100 million resulting in a 3x return on invested capital

**Equifax, Inc., Atlanta, GA****1/04 to 11/04****Group Executive/Corporate Officer**

Business Leader for Equifax Marketing Services (EMS), a \$250 million division of Equifax, the Nation's largest consumer credit and demographic information company. Business units managed included Credit Marketing Solutions (CMS), Direct Marketing Solutions (DMS) and eMarketing Solutions. Markets served included financial, insurance, telecommunications, catalog/retail and technology. Reported directly to the CEO. Full P&L responsibility. Total head count of 500+ with offices in Atlanta, GA, Denver, CO, Southfield, MI and the Metro New York area.

## Accomplishments included:

- Reversed negative revenue and EBIT growth trends in 90 days
- Renegotiated 3<sup>rd</sup> party data processing and management contracts saving \$2 million annually
- Designed the marketing plan and rollout strategy for the second fastest growing product in the company, Targetpoint
- Recruited executive talent for several leadership positions in Product Management and Marketing

**DoubleClick, Inc., NYC, NY (acquired by Google)****12/01 to 12/03****Senior Vice President/Corporate Officer****11/02 to 12/03**

Global responsibility for revenue in the largest division of this \$300 million publicly traded (at the time), technology company headquartered in New York City that specialized in online advertising solutions (ad serving, email, site analytics) in the retail, catalog, publisher, financial, CPG, mobile and ad agency vertical markets. Total global head count of 125.

## Accomplishments included:

- Exceeded 2003 global revenue target of \$175mm
- Signed over \$40mm in new business contracts in 2003
- Grew multi product sales from 12% of client base to 24%

**Senior Vice President of Product Management and Sales****12/01 to 10/02****Abacus Data Division of DoubleClick, Inc.**

Directly responsible for product management and sales of DoubleClick's second largest division headquartered in Denver, CO that offered modeled behavior-based data solutions to over 1,800 direct to consumer and B2B catalog clients in North America. Total head count of 100.

## Accomplishments included:

- Grew revenue from \$72mm to \$80mm in one year in a mature industry
- Member of the management team that increased operating income 40% in 2002 vs. 2001
- Successfully rolled out the B2B Alliance and their first SaaS solution: ChannelView™

**Equifax, Inc., Stamford, CT****12/97 to 11/01****Senior Vice President****5/00 to 11/01****Equifax Direct Marketing Solutions, Inc. (DMS)**

General Manager for this \$100 million North American direct marketing services company created through a roll up of four different businesses that market consumer lifestyle and demographic data solutions. Accountable for the development and execution of the operating and strategic plans for DMS, including acquisitions and alliances. Full P&L responsibility. Total head count of 250.

## Accomplishments included:

- Met revenue targets in 2000 and 2001
- Doubled the profitability of the company and exceeded EBIT target in 2000

**Senior Vice President/General Manager** **12/97 to 4/00**  
**Consumer Information Services Group**  
**(Formerly a division of R.L. Polk before being purchased by Equifax)**

Accountable for the development of this \$75 million business unit with over 200 employees located in Denver, CO, Southfield, MI, Montvale, NJ and Stamford, CT. Products and services included state of the art modeling and scoring of Equifax's premier consumer marketing databases. Complete P&L responsibility for the business unit.

Accomplishments included:

- Achieved revenue targets that called for 10% year over year annual growth
- Produced a three fold increase in EBIT over a 24 month period
- Created a successful exit event for ownership through a sale to Equifax worth \$267 million

**ADVO, Inc., Windsor, CT (acquired by Valassis)** **7/92 to 11/97**  
Vice President of Marketing 1/94 to 11/97  
Vice President of Client Satisfaction 7/93 to 12/93  
Director of Marketing 7/92 to 6/93

**Salient Technologies, Elmira, NY** **7/91 to 6/92**

**Pepsi-Cola Company, Purchase, NY** **4/82 to 6/91**  
Area Vice President, Connecticut Division 6/88 to 6/91  
Vice President of Sales, Delaware Valley, PA 6/86 to 5/88  
District Manager, Philadelphia, PA 10/84 to 5/86  
District Manager, Richmond, VA 10/83 to 9/84  
District Manager, Albany, NY 1/83 to 9/83  
National Accounts Manager, Purchase, NY 4/82 to 12/82

**Johnson & Johnson, Milltown, NJ** **6/80 to 3/82**  
Territory Manager, Stamford, CT 9/81 to 3/82  
Sales Representative, Albany, NY 6/80 to 8/81

**Educational Background**

**Master of Business Administration, University of Hartford, West Hartford, CT.**  
Delivered Commencement Address.

**B.S. in Business Administration, Bryant University, Smithfield, RI.**  
Major concentration in Management. Student Senate President, Tau Kappa Epsilon Fraternity, Senior Class Gift Chairperson.

**Other Information**

- Former Board Member, CODI Direct ([www.codidirect.com](http://www.codidirect.com))
- Former Board Member of the Direct Marketing Association (2004 – 2010)
- Former Board Member, Cogit, Inc., a behavioral targeting company backed by NEA Ventures
- References to be furnished upon request