

## ENTERPRISE GROWTH &amp; SOLUTIONS LEADER

**Experienced transformation and growth leader with a proven track record of achieving exceptional results. Possessing a rare blend of strategic, creative, and technical thinking, I excel at developing unique solutions that drive business success. My ability to conceptualize and evangelize big picture visions, supported by actionable strategies that bridge technology, marketing, and the consumer experience, has been the cornerstone of my success. With a passion for innovation and a tireless work ethic, I am committed to delivering measurable outcomes that exceed expectations and drive transformative change.**

## EXPERIENCE

## SVP. MANAGEMENT SUPERVISOR | EXPERIENCE LEAD

ACCENTURE SONG | CONCENTRICLIFE

FEB 2022 - PRESENT

Management Lead responsible for overseeing 50% of the agency's revenue (ConcentricLife)

- Direct and oversee leadership teams across diverse accounts to set strategic vision, develop comprehensive account plans, and ensure attainment of client satisfaction and growth targets.
- Pioneered the establishment of an Experience Team Center of Excellence (COE) within the agency, driving cutting-edge innovation solutions, streamlining executional processes, AI enablement, marketing reinvention and developing effective go-to-market activation plans.

## KEY ACCOMPLISHMENTS

Consumer Experience  
COE150% Organic Growth  
YOY

## ENTERPRISE GROWTH LEADER

DENTSU | MERKLE, INC

JUN 2015 - FEB 2022

Integrated Client Lead accountable for developing enterprise solutions that drive exceptional client growth and satisfaction across Dentsu's portfolio of strategic accounts.

- Drive profitable revenue growth across a portfolio of core strategic accounts, ranging from \$10-35M in annual contract value, through the development and implementation of innovative growth strategies and exceptional client service.
- Spearhead business transformation initiatives to develop enterprise-wide solutions and programs that drive measurable results and enable client growth.
- Serve as a trusted strategic advisor to internal leadership teams, providing valuable insights and expertise in evaluating ideas, making difficult decisions, and identifying impactful strategies to achieve short and long-term business goals.
- Act as a principal consultant to C-level clients, architecting enterprise loyalty infrastructure and delivering on their long-term business objectives through the development of innovative solutions and targeted execution strategies.

## KEY ACCOMPLISHMENTS

\$75M of TCV growth in 3 Years

Merkle Award Winner  
Excellence In GrowthMerkle Award Winner  
Best Account TeamDeveloped Business  
Transformation Roadmap That  
Has Driven 57% Performance  
Lift For Client – With 9.5/10  
Client Satisfaction Score

## VP, GENERAL MANAGER

EPSILON, INC

MAR 2009 - JUN 2015

Portfolio Lead for Strategic Account responsible for driving profitable growth and client satisfaction

- Lead the development, implementation, and ongoing management of highly effective CRM and loyalty programs for a portfolio of enterprise clients, including PepsiCo, Johnson & Johnson, Kraft Foods, Mondelēz, Gevalia, Tassimo, and Gilead Science.
- Designed and executed the global expansion of CRM platforms for both PepsiCo and Johnson & Johnson, collaborating directly with CIO and CEO of PepsiCo to establish a restructured organizational model that enabled global CRM implementation.
- Championed the ideation, design, and delivery of the award-winning Kraft "Samplicious" new product sampling program, which earned recognition for its exceptional strategic vision, innovative design, and outstanding results.

## KEY ACCOMPLISHMENTS

6+ Years Managing a  
Client P&L Of Over \$25MDMA Gold ECHO Winner  
Diamond FinalistClient Satisfaction  
Score Average Of  
9.7/10

## VP. GROUP ACCOUNT MANAGER

SAATCHI &amp; SAATCHI CONSUMER

MAR 2008 - MAR 2009

Group lead for strategic consumer pharmaceutical accounts

- Developed and implemented comprehensive consumer communications playbooks and marketing strategies that effectively targeted and engaged key stakeholders across multiple channels.
- Successfully led the pre-launch and launch campaigns for a groundbreaking Cystic Fibrosis therapy, leveraging my extensive experience in qualitative and quantitative research to gain insights into patient, caregiver, and healthcare provider needs and preferences.

## KEY ACCOMPLISHMENTS

Working With Cystic  
Fibrosis Patients And  
Caregivers That  
Generated Awareness  
And Adoption Of New  
Treatments That  
Prolonged Lives

## SR. ACCOUNT SUPERVISOR

CLINE DAVIS &amp; MANN

AUG 2006 - MAR 2008

- Created an Online community for Cystic Fibrosis (CF) patients, healthcare providers, and caregivers to promote compliance and facilitate the transition from adolescence to adulthood.
- Devised a migration strategy for Norvasc-Caduet, including the communications platform and tactical executions.
- Pfizer Plan Of Action (POA) Captain.

## PASSIONS

FAMILY | DOG RESCUE | AUTISM FUND RAISING | CARS | GUITAR | 80'S MUSIC

## EDUCATION (BACHELOR OF SCIENCE - MARKETING &amp; FINANCE - DUAL MAJOR)

LEHIGH UNIVERSITY – HONORS GRADUATE &amp; MARKETING SOCIETY AWARD WINNER

CLASS OF 2000