

## OVERVIEW

Senior-level marketing professional and proven leader with extensive experience in creating strategy and executing successful programs across multiple communications channels. Industry expertise includes technology, online products and services, financial services, and nonprofit.

## PROFESSIONAL EXPERIENCE

**KELLY McDONALD COMMUNICATIONS** 2005-present  
**Consultant**

- Cisco Systems, Global Partner Marketing (GPM) 2012-2016  
Independent Software Vendor (ISV) Acceleration
  - Developed and implemented programs designed to accelerate revenue growth for Cisco partners in the rapidly growing Velocity ISV partner practice.
  - Created and managed sell-to ISV activities with Cloud and Managed Services Provider partners, serving as main interface between partners, Cisco GPM, and agencies across three global regions.
  - Led program development and execution for Cisco-led ISV outreach, including LinkedIn targeted advertising campaign, ISV market opportunity and sales primer, ISV and partner video testimonials, and multi-touch ISV email and telemarketing campaign.

### To-Partner Marketing, Enterprise Networks

- Led development and execution of to-partner communications for ISR-AX router and Enterprise Networks launches.
  - Developed and nurtured relationships with stakeholders in multiple Cisco business units and global regions to contribute to strategic decisions impacting to-partner engagements.
  - Led cross-functional team and developed plan to implement and communicate transition from Borderless Networks to Enterprise Networks architecture.
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- Cisco Systems, Advanced Services 2011-2012
    - Collaborated with Services Product Manager to create messaging across multiple audiences for Network Enablement Service (NES) and Cloud Adoption Services.
    - Developed and nurtured strong relationships with Field and Partner teams, helping them identify customer/partner priorities and develop appropriate messaging and materials.
    - Partnered with Service Technical Leads on outreach strategies to secure participants for two services in Proof of Concept stage, and led internal awareness efforts with Field and Partner organizations.
  
  - TIBCO Software 2011
    - Created messaging platforms, positioning statements, and creative strategies for customer segments in two highly competitive verticals.
    - Collaborated with internal creative and production teams to implement new messaging clearly and consistently across external website and customer communications.
    - Consulted on incorporating TIBCO's messaging with that of newly acquired loyalty technology services provider.

- Camp Creative Marketing Agency 2010-2011
  - Led creation and execution of multi-touch email and online campaign for joint Cisco/Verizon SIP Trunking webinar series.
  - Created messaging strategy based on audience segments, and directed external creative and production teams in executing multiple versions of each campaign component.
  - Developed data strategy, sourced external data resource, and managed data acquisition.
  - Managed relationships and communications with multiple clients at Cisco and Verizon.
  
- Open Text Corporation 2010
  - Conducted thorough onsite audit of existing and planned internal, customer, and partner communications as well as available technologies, staffing, and budget.
  - Created comprehensive strategic guidance and tactical recommendations for taking communications from one-off, transactional email to relationship marketing-based approach incorporating more efficient use of existing resources and channels.
  
- Autodesk, Inc. 2009
- Redwood Empire Food Bank 2005-2013
- McCann Worldwide/MRM Partners 2005-2009
- Alibris, Inc. 2007

**EURO RSCG WORLDWIDE** 1998-2004

**Managing Director**

**SVP, Director of Client Services**

- Instrumental in establishing, growing, and developing agency from a small office serving one direct mail client to a mid-size office with a dozen clients across multiple channels.
- Identified, evaluated, and spearheaded agency-wide strategic initiatives and improvements, incorporating internal team, network partners, and outside resources.
- Developed strong relationships with, and trust of, key senior-level clients resulting in opportunities for other Euro offices and Havas network business units.
- Crafted and delivered successful new business pitches including Apple, Barclays Global Investors, E\*TRADE, Nestlé, PeopleSoft, Select Quote, Talk America, Visa USA, Wells Fargo Bank, and Yahoo!

Other experience: 360 Group, FCB Direct, Cohn & Wells, and Ervin & Smith Advertising, First Bankcard Center, and KWCH TV.

## EDUCATION

**Creighton Heider College of Business**, Omaha, NE

Master of Business Administration; Emphasis in Marketing

Bachelor of Science in Business Administration; Major in Finance