

**DraftFCB
May 2001 to Present**

DraftFCB is one of the world's largest marketing services agencies and is part of the Interpublic (IPG) agency network. It was formed in 2006 by the merger of Draft and FCB. The Chicago office is the largest advertising agency in Chicago with over 1,000 employees.

**Senior Vice President,
Director of Interactive**

Achievements

- Contributed over \$10 million in revenue for the Chicago office in 2007
- Led merger of interactive departments – Draft Digital and FCBi
- Founding member of FCB Emerging Platforms initiative. Resulted in emerging media programs for Boeing, Coors, Dow, SC Johnson
- Launched Kraft's first branded user-generated content program (3/07)
- Award wins include Webby (KFC), AdTech (Applebee's), New York Festival (Applebee's, SCJ), Chicago Tempos (Kraft, MilkPEP,), Effies (Dow), Caples (Kraft), Reggie (MilkPEP)
- Chicago Interactive Marketing Assoc. (CIMA) panel on online advertising technology (6/07)
- Article on Internet trends in OMMA magazine: *Roundabout on the Superhighway* (12/06) http://publications.mediapost.com/index.cfm?fuseaction=Articles.showArticle&art_aid=51791

Responsibilities

- FCB Director of Interactive (pre-merger). Member of Leadership Team, reporting into senior management
- Manage Interactive department of 60+ staff working across 18 clients. Includes strategy, creative, project management, and technology groups. Senior-level coordination with media department and other marketing disciplines
- Maintain senior-level contact with clients, developing interactive strategies for building their business. Multi-agency integrated marketing programs for ADM, Kraft, KFC, MilkPEP
- Integrate interactive with agency offerings – advertising, promotions, event marketing, etc.
- Lead interactive new business pitches. Represent the interactive discipline in integrated agency pursuits

**marchFIRST
2000 to 2001**

marchFIRST was a technology and interactive marketing services firm. It was formed in a merger between Whittman-Hart, Four Points Digital, and USWeb in March 2000. Chicago was the largest marketing office in marchFIRST with over 200 professionals and \$38 million in revenue.

**Vice President,
Director of Production**

Achievements

- Led Chicago marketing office integration of 200 employees from Whittman-Hart, Four Points Digital, and USWeb
- Developed Emerging Technology business strategy (wireless, interactive television, etc.)
- Developed and maintained email list for 200+ ex-marchFIRST staff to assist with job searches and networking after marchFIRST dotcom collapse in 2001

Responsibilities

- Managed department of 40 staff
- Senior-level contact with clients and marchFIRST senior management
- Developed business proposals and participated in client pitches

**Four Points Digital
1998 to 2000**

Four Points Digital was an independent interactive marketing agency. In only three years, Four Points grew into one of the largest and most-respected interactive agencies in Chicago. Four Points was merged into marchFIRST in 2000.

**Vice President,
Creative Services**

Achievements

- Assisted with developing a world-class interactive marketing agency, resulting in a \$35 million acquisition by marchFIRST
- Grew agency from 12 people in 1998 to over 120 employees by end of 1999
- One of nine agencies in RealNetworks first Agency Affiliate Program (1998)
- Developed one of the industry's first rich media ad units – Unicast Superstitial (1998)

Responsibilities

- Member of Executive Management Committee with heads of account management, media, account planning, operations. Hired and managed creatives, developers, project managers
- Developed website and online advertising production processes and procedures
- Participated in new business pitches. Developed client proposals and project budgets
- Led strategic alliances with technology partners such as RealNetworks, Unicast, BroadVision

Motorola
1996 to 1998

1997-1998
Radio Products Group – International division specializing in two-way radio communication for consumer and business-to-business markets

1996-1997
Wireless Data Group – R&D unit specializing in emerging wireless technologies including wireless web browsing, home networking, and PDA development

Online Marketing Specialist

Achievements

- Produced Motorola’s first consumer e-commerce program in 1997 – TalkAbout two-way radios
- Traveled to Europe to establish a global Internet presence for Radio Products Group
- Developed and led training seminars on web site design at the Motorola Internet Symposium in Singapore
- Developed international extranets for Radio Products Group dealer networks

Responsibilities

- Oversaw in-house design and development of product websites for Motorola.com
- Expanded North American sites into international markets
- Developed e-commerce strategies with product marketing groups and department leaders
- Coordinated with marketing agencies to incorporate offline strategies into online initiatives

Digital Interface
1995 to 1996

Web site developer, focusing on retail sites.

Website Developer

Designed, developed, and produced e-commerce sites for

- America’s Choice Mall (largest SOHO e-commerce community at the time)
- Guthy Renker Infomercials
- Florsheim
- Hush Puppies

Client List

2005 - 2008

- | | |
|---------------------------|-----------------|
| 1. Archer Daniels Midland | 7. Kmart |
| 2. Applebee’s | 8. Kraft |
| 3. Blue Cross Blue Shield | 9. MilkPEP |
| 4. Boeing | 10. MolsonCoors |
| 5. Dow | 11. Motorola |
| 6. KFC | 12. SC Johnson |

1998 - 2004

- | | |
|-------------------|------------------------|
| 1. 3Com | 5. Grainger |
| 2. Allstate | 6. Quaker |
| 3. Britannica.com | 7. Sears |
| 4. Circuit City | 8. Wall Street Journal |

Education

University of Illinois, Champaign-Urbana
BA in English, Advertising Minor

Warwick University, England
Study Abroad Program

References

References available by request