

ROBERT SMITH

333 Kenneth Place • New York, NY 10175 • (666) 295-9799 • robtsmith@hotmail.com

CHIEF MARKETING OFFICER

Global strategist...brand-builder...and data-driven decision-maker with proven record of driving explosive revenue growth across diverse B2B & B2C segments.

Executive with MBA, 18+ years' experience, and proven ability to set growth agendas by integrating market strategies, overhauling business mix and channels, and developing compelling brands and targeted messaging. Well-established successes in both traditional and online media for leaders such as KPMG Consulting and the U.S. Postal Service. Adept at building high-performance teams and forging trust-based relationships across diverse stakeholders.

Global Marketing Strategy • Integrated Marketing Campaigns • Marketing Metrics
Brand Development • Channel Management • Product Innovation • Core Messaging • Alliances
Marketing Leadership • Infrastructure Build-Out • Performance Management • Cross Functional Team-Building

PROFESSIONAL EXPERIENCE

INTERNATIONAL CODE COUNCIL, Washington, D.C. • 2005-2008

Leading provider of codes used to foster safety and fire prevention in residential/commercial buildings and schools.

Vice President and Chief Marketing Officer

Recruited to transform marketing strategy and methodologies to jump start stalled revenue production. Developed a world-class brand with intense customer focus and opened new markets with new and refurbished products and services.

- Rebuilt marketing organization from scratch while simultaneously increasing revenue by 20% within 1 year, and generating average YOY increases of 17%+.
- Delivered 300-500% ROIs (vs. historical 10%-15%) across all product lines by establishing a fully-integrated strategy and implementation approach across all marketing and corporate initiatives.
- Drove revenue growth of 54% in 1 year for the organization's largest, most mature product by focusing on customer needs and integrating all brand messaging.
- Led comprehensive global re-branding initiative which increased brand awareness by 25% within the 1st year.
- Created new revenue stream with a 450% ROI and 150% profit margin by establishing digital marketing and Web 2.0 initiatives.
- Launched customer satisfaction initiative using qualitative and quantitative feedback—improving overall customer satisfaction by 14% within 1 year.

SKYE, INC., Leesburg, Virginia • 2002-2005

Marketing advisory firm leveraging prior experience and relationships with KPMG and the worldwide postal industry.

Principal

Delivered integrated marketing and communications services, new product/service innovation and launch, cross-functional teaming, global integration, alliance building, and program management capabilities that enabled KPMG to build significant revenue base with the worldwide postal industry.

- Drove revenue increases of 350% and increased brand awareness 70% for KPMG in the target market within 1 year by leveraging relationships and providing strategic insights and direction.
- Fueled employee and vendor growth of 600% for KPMG in support of postal business opportunities.

KPMG CONSULTING, INC., McLean, Virginia • 1999-2002

Global provider of strategic planning, management and technology solutions businesses and governments.

Director, Strategic Marketing

Hired to build company's strategic marketing process and identify new product, positioning and pricing opportunities. Evaluated capacity to meet customer needs, competitor activity and market share potential through a combination of quantitative/qualitative research and analysis. Built brand identity, core messaging and targeted strategies to grow

KPMG CONSULTING, continued:

company's largest segment. Reshaped business mix, expanded services, emphasized end-to-end distribution and established strong customer focus. Directed programs that maximized awareness, and achieved deeper penetration of key markets.

- Drove revenue growth of 103% and 60% in 2 distinct lines of business within a 1-year period.
- Quadrupled revenue from \$250M to \$1B+ in less than 3 years as a result of:
 - Increased brand awareness 23% in 1 year by developing focused, customer-centric messaging and utilizing nontraditional advertising vehicles.
 - Realized \$100M+ in new revenue within 6 months from a previously untapped market segment by leveraging a comprehensive integrated marketing campaign.
 - Generated \$37M in new revenue by developing an innovative C-Class Summit Program.

UNITED STATES POSTAL SERVICE, Global Delivery Services, Washington, D.C. • 1991-1999

Global provider of mail delivery servicing a network of 665,000+ postal offices worldwide.

Fast-track promotions through progressively broader roles as a result of strong performance in planning, building compelling product brands, and driving hundreds of millions of dollars in new revenue.

Global Director of Marketing, 1998-1999

Held full P&L accountability and directed \$250M global profit center, strategic planning, integrated marketing campaigns, brand development/management, international expansion, and cross-functional management of 400+ global staff.

- Created new \$50M annual revenue stream by developing Global Priority Mail—a global product and brand profitable from Day 1 and the 1st entry into the market that created a new market niche. Revenue increased 300% YOY while maintaining a 75% market share.
- Developed the business model adopted globally as the “gold standard” for products of this type.
- Established 37-country distribution network and global product fulfillment channels.
- Achieved 98% on time U.S. dispatch and 95% on time delivery in destination country by leading cross-functional team that developed real-time system of capturing detailed service performance data.
- Improved service performance worldwide by chairing a multi-national committee on the standards, coordination and integration of global expansion for specific expedited products and services.
- Developed and implemented new product training that enabled 800,000+ employees in 40,000 facilities and 37 different countries to be trained within a 2-week period.
- Won 2 EFFIE Awards for the creation of national and international advertising/promotion campaigns.

Global Strategic Planning & Development Manager, 1997-1998

Led strategic planning for \$2B organization. Developed new market opportunities and implemented comprehensive business plans through evaluation of both traditional and non-traditional channels. Created and managed support frameworks that helped achieve aggressive revenue and service goals in 6 market segments.

- Drove revenue increase of \$131M+ in Year 1.
- Generated a revenue increase of \$50M by creating new global alliances brought about through the development of comprehensive CEO “Summits” and multi-national symposiums.
- Defined requirements and managed \$25M+ in vendor-provided services with high-profile companies such as PricewaterhouseCoopers and IBM.

Global Marketing Manager, 1993-1997

Saved ailing product critical to company's market position. Established new product vision, mission, core objectives, and drove brand repositioning, advertising and promotion. Served as the focal point for strategic planning and marketing initiatives across 16 cross-functional business areas.

- Transformed \$2.3M loss into \$500,000 gain within 6 months by introducing a stronger customer-centric perspective and enhancing the product line. Enhanced product awareness through value-based advertising and promotion that clarified the links between service and organization's core value proposition.
- Widened profit margins and slashed costs by 40%. Converted cost pricing structure from a fixed to variable model, modified contracts, and streamlined processing for greater efficiency.
- Grew target market exponentially by re-engineering the business model and leveraging competitive advantage of the organization's key value proposition by creating a comprehensive e-commerce solution.

UNITED STATES POSTAL SERVICE, continued:

Corporate Executive Development Program, 1991-1993

Advanced rapidly through development-track assignments, including (but not limited to) Retail and Customer Services Division, Assistant International Program Manager, International Product Manager and Office of Olympic Marketing.

EDUCATION

Master of Business Administration

College of William and Mary, Williamsburg, Virginia

Bachelor of Arts in Economics (with Honors),

Denison University, Granville, Ohio

PROFESSIONAL AFFILIATIONS

Committee Member and Member Representative, Association of National Advertisers

Committees:

Brand Management • Business-To-Business • Integrated Marketing
Senior Marketers • Think Tank • Digital Marketing • Marketing Financial Mgt. & Procurement

American Marketing Association

Direct Marketing Association

PostCom

Principal, Council for Excellence in Government