

**Innovative GTM/sales
and operations leader
with proven track record
of delivering revenue
and business results for
iconic brands.**

Skills

Multi-disciplinary Leadership
Brand Architecture & Identity
Operations
Digital/Social Media Innovation
Board/Analyst Communication
New Product Development
Brand Revitalizations
ROI Measurement/Optimization
Sponsorships & Licensing

Recognition

Ad Age "Media Mavens" Award
recognizing Innovators in
Communications

Numerous Addys, Tellys and
Cine Awards for excellence in
Advertising

Experience

DAVE & BUSTER'S • 2008-2020

Chief Marketing Officer

- Led Marketing, Food & Beverage and Special Events as total revenue increased from \$531M to \$1.35B
- Delivered consistent Same Store Sales growth
- Led Brand Revitalization efforts to modernize D&B
- Initiated the Digital Transformation of the Brand
- Delivered Organizational Impact at Corporate and in Field
- Delivered heightened and more relevant Guest Experience
- Licensing & Sponsorship track record of success
- Led all IPO communication when D&B went public on NYSE
- Created a culture of high energy, constant improvement

DR PEPPER SNAPPLE GROUP • 2005-2008

Senior Vice President, Strategic Marketing Communications

- Developed all consumer touchpoints: Advertising, Promotions, Packaging, Sponsorships, Merchandising: \$200M budget
- Revitalized consumer perceptions of brands: Dr Pepper, Snapple, Motts, 7-UP, Schweppes, Sunkist
- Established first Digital and Branded Entertainment groups
- Centralized ad agency responsibilities: cost savings of \$5M
- Defined first company-wide sponsorship strategy: cost savings of \$10M

PIZZA HUT • 1995-2005

Vice President, Marketing Communications, 2/01-6/05

Director, Advertising, 1/98-1/01

Director, Field Marketing & Division Director, 7/95—12/97

- Managed all advertising, DM, media, digital, loyalty program and PR: \$120M budget
- Led Brand Identity initiatives, including new global logo
- Identified under-leveraged opportunities for growth (launched online ordering, Loyalty program)
- Initiated multi-cultural initiatives: Hispanic and African American
- Led National and Regional Field Marketing

Education

UNIVERSITY OF VIRGINIA • BACHELOR OF ARTS