

## **INTERNATIONAL MARKETING LEADER & BRAND EXPERT**

Visionary marketing & communications professional with 20+ years experience creating and executing integrated marketing programs in Europe and the U.S., providing thought leadership, strategic direction and cultural and creative insight to build national and global brands. Collaborative leader with track record of managing motivated, productive cross-cultural teams to consistently strengthen client loyalty and maximize profitability. Persuasive communicator and consummate relationship builder with innate ability to identify opportunities, acting on these to deliver measurable results.

### **EXPERTISE**

- ♦ **Fluent in multiple languages: Write & translate: German, Swiss German, French, Hebrew;**
  - ♦ Advertising Strategy ♦ Corporate Branding & Image Building ♦ Global Brand Integration ♦ Direction of Creative Development
  - ♦ Websites: Concept & Content ♦ TV, Print –Strategy & Production ♦ Interactive Communications, Social Media ♦ Direct Marketing: Mail, DRTV, E-mail ♦ Budget Optimization ♦ Customer Relationship Management ♦ Database Management ♦ Research & Analysis
  - ♦ Media Relations ♦ Resource Management & Contract Negotiation ♦ Career Mentoring
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### **PROFESSIONAL EXPERIENCE**

#### **2007 – 2008 Director of Marketing, [First Funds LLC](#) & [Ready Funds, Inc.](#), New York**

Built and managed corporate and consumer marketing for small alternative finance firm.

- ♦ Spearheaded corporate re-branding, generating strong brand recognition and 2<sup>nd</sup> place position in highly competitive industry; managed PR agency and media relations to build awareness
- ♦ Developed strategy & content for corporate & retail websites directing tech & design teams to complete each on schedule and under budget [[www.firstfundsonline.com](http://www.firstfundsonline.com), [www.readyfundsync.com](http://www.readyfundsync.com)]
- ♦ Collaborated with VP Partnerships to develop strategic partnerships with leaders in key vertical channels
- ♦ Collaborated with Director of Sales to create direct response program to stimulate repeat sales, resulting in avg. response rate of 4% **and increased returning customers of +22%**
- ♦ Formed and chaired marketing committee; devised policies to improve data base management and contact management system
- ♦ Improved staff productivity by +20% with implementation of corporate identity & internal communications
- ♦ Managed third party resources, negotiating contracts to reduce cost under tight budget constraints

#### **2004 – 2007 Senior Claims Restitution Associate, [CRT](#), New York**

[non-profit organization under aegis of Conference on Material Claims against Germany]

- ♦ Assisted in adjudication of the \$1.25 billion Swiss Banks' Settlement re Holocaust Victim Assets Litigation, analyzing bank records, claims and historical documents in multiple languages to ascertain entitlement and determine value of dormant accounts; drafted official awards to claimants; managed database;

#### **2000 – 2004 Principal, Elan International Marketing Communications, New York**

Owner of strategic & creative marketing consultancy for US and international marketers and ad agencies.

##### **Services/Accomplishments:**

- ♦ Led integrated ad agency teams in successful new business pitches ♦ Research & analysis of brand expansion opportunities in new market segments ♦ Global brand analysis and local brand integration in all media for financial services leader and its DM agency ♦ Web site localization for multinational clients - primarily English-German-French ♦ Development/execution of multi-national brands in health food and European biotech industries ♦ Brand strategy and integrated marketing planning for tech startup offering interactive HR tool
- ♦ Trade Show & Event Marketing Concepts ♦ Development and execution of web site design concepts and content for small business

##### **Clients:**

- ♦ Grey E-Marketing/Grey Direct ♦ Wunderman Worldwide ♦ Zifru, New York/Switzerland ♦ Inion, Inc., New York/Finland ♦ Performancebase.com, New York /Switzerland ♦ New York Women in Communications
- ♦ Metropolitan Council ♦ McCann-Erickson ♦ Winterthur International

2000

**Group Account Director, Planet Leap, New York**

- ◆ Directed cross-functional account team for leading multicultural communications agency. Drove new business initiatives focusing on website globalization/localization to achieve **+20% increase** in revenues, expanding relationships with major financial services and online travel services and targeting key ethnic markets.

1997 – 1999

**Senior Account Director, [McCann Erickson, Switzerland](#)**

Directed cross-functional teams, initiating and executing multi-level marketing communications initiatives for major global financial services and telecom clients.

- ◆ Built global brand for new insurance/risk-management company (in Credit Suisse Group) generating **+33%** increase in brand awareness and subsequent ranking among **top 5 global** players, leading award-winning global marketing campaigns, spearheading communications of international business conference
- ◆ Collaborated with Client's corporate communications to develop strategy, produce & write all internal/external communications, collateral, website; developed and implemented international corporate identity standards.
- ◆ Co-directed launch of new telecom/wireless entry in deregulated market. Developed and managed direct marketing and promotional programs resulting in acquisition of **100,000+ customers** in three months.

1995 – 1997

**Business Development & Group Account Director - [Ogilvy Switzerland](#)**

Developed and implemented agency new business strategy, raising Ogilvy brand awareness in Switzerland; led cross-functional teams for major accounts American Express and Mattel.

- ◆ Generated +16% in agency revenue due to new business & expansion of existing accounts.
- ◆ Acquired new business account to research 7 European markets to develop first pan-European brand for European insurance/finance company. Developed cohesive brand messaging relevant across the region.
- ◆ Optimized local and regional direct response (DRTV, direct mail) and marketing programs for **American Express**, establishing best practices to maximize efficiency of resources with innovative implementation of new media. Achieved substantial growth of brand awareness and vendor expansion.
- ◆ Increased market share for leading **Mattel** brands by aligning local and global marketing strategies. Oversaw coordinated media research with key European markets to identify and optimize cross-border synergies.

1986 – 1995

**Senior & Group Account Director - [GGK Zurich](#)**

Co-leader of 20-member cross-functional account team managing global and local marketing communications programs for consumer and Business to Business clients.

- ◆ Led award-winning B2B marketing communications for ABB, Fortune 500 electrical engineering conglomerate; resulting in 23% increase in brand awareness (3-yr tracking study) active in promoting client's sustainability campaign [participation at sustainable development global summit]
- ◆ Oversaw re-branding of international hotel group, generating 40% increase in ad spending, and establishment of brand in tourist & trade channels
- ◆ Managed international and national advertising campaigns and direct marketing programs in six languages to build global **Swissair** brand and drive local/regional business development.
- ◆ Directed launch of pioneering frequent flier program, achieving **first year targets within eight months**.

**EDUCATION**

- ◆ BA Liberal Arts, City University of New York
- ◆ Marketing Communications Training at Colgate Palmolive Company
- ◆ Masters' equivalent degree in Integrated Marketing and Communications, SAWI (Swiss Ad Association)
- ◆ Advanced Management and Brand Training Program, Ogilvy & Mather Worldwide
- ◆ Eighteen month Management and Marketing Master Workshop Series, German Ad Association

**PROFESSIONAL AFFILIATIONS**

- ◆ New York Women in Communications
- ◆ AWNY – Advertising Women of New York ; membership and marketing committees and AWNY mentor
- ◆ International Advertising Association
- ◆ AMA – American Marketing Association

*Winner of numerous awards for creative and strategic excellence*