

Creative marketing professional with extensive experience in strategic brand development, brand positioning, product and market segmentation. Ability to improve position and increase market share with innovative approaches to marketing solutions. Team builder who responds to changing market conditions, maximizing value and brand investment.

Awards and Recognition

Brand Recognition

- Council of Fashion Designers of America, "Accessory Product of the Year", 1995
- Footwear News, "Company of the Year", 1995
- Inside PR Magazine, "Creativity in Public Relations Award", 1996
- Public Relations Society of America, "Award of Excellence", 1996
- FHM Magazine (U.K.), "Footwear Brand of the Year", 1997
- Industrial Design Society of America "Design of the Decade" Gold Medal (Brand Positioning), 1999
- Numerous communications design awards for packaging, point-of-sale and store design

Personal Recognition

- Named to Advertising Age "Marketing 100", a review of the country's top 100 marketing professionals, 1996
- Quoted in "The Tipping Point", a best-selling book by Malcolm Gladwell published in 2000, which describes the origins and spread of societal trends.

Professional History

WOLVERINE WORLD WIDE, INC., Rockford, Michigan

An \$820 million publicly traded company delivering over 37 million pairs of footwear in more than 130 countries around the world.

Vice President Marketing, Wolverine Slipper Group

2001 - 2004

Developed and led marketing efforts for branded and licensed slipper products in US market.

- Set strategic direction, sales direction, and product and marketing functions.
- Conducted market research and analysis and conducted market tests to determine plan viability.
- Formulated new channel development and existing channel management.
- Developed and implemented web programs to support branded product and category position.
- Created and directed communications, retail marketing and sales support programs.
- Created a new retail channel to showcase premium slipper product during the holiday selling season. Analyzed and quantified consumer demand through concept test marketing and evaluation. Launched 31 temporary in-line stores over a two-year period, directing and developing store branding, display, merchandising, partner recruitment and logistics. Created and launched a companion consumer website and an electronic gift card program to enhance the retail brand.
 - Achieved 33% increase in branded wholesale product sales as a result of store volume.
 - Established 28 temporary inline stores and 3 temporary outlet stores.
 - Implemented consumer website, generating 500% increase in Internet slipper sales.
 - Introduced first footwear industry electronic gift card.



Vice President/Director of Marketing, The Hush Puppies Company

1996 - 2001

Led all brand-marketing efforts for United States (wholesale footwear), international, retail and licensing (including apparel) divisions. Managed all marketing and communications staff and functions in U.S., U.K. and Canada markets.

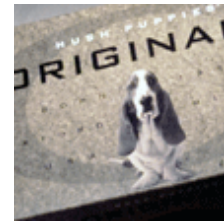
- Set brand strategic direction to set marketing, sales and product courses
- Conducted market research and analyzed consumer and retail targets to set brand goals and define position.
- Developed product and price segmentation strategies.
- Directed communications, marketing and sales support programs and activities.
- Focused retail marketing and sales support programs.



- Focused and redefined the image of the Hush Puppies brand as an innovator of classic, American style. Identified the market opportunity and directed a multi-functional team of internal and external resources. Developed positioning, oversaw product development and defined brand position by leading and motivating team and brand associates. Directed all communications efforts. Pioneered fashion and celebrity publicity programs and footwear web marketing. Extended product line focus and brand presence in key retail channels. Successfully duplicated the concept in international markets.
 - 2000% increase in suede footwear sales with a halo effect that strengthened entire line.
 - Refocused brand image from tired and mature to casual and fashion appropriate.
 - Lowered average consumer age by over ten years, while retaining existing consumer base.
 - Re-opened key department store distribution and major account distribution. Developed cross-marketing opportunities with fashion designers, film licensing and non-footwear programs including eyewear, apparel, plush licensing.
 - Developed blueprint for Classics product and promotional launches in Canada, Russia, U.K. and assisted licensee efforts throughout the world.

Director of Marketing, The Hush Puppies Company 1992 – 1996
Directed brand-marketing efforts for United States (wholesale footwear), international, retail and licensing (including apparel) divisions.

- Set brand strategic direction.
- Conducted market research and analyzed consumer and retail targets to set goals and position.
- Developed product segmentation strategies, restructuring product organization from technology and function to consumer lifestyle segmentation.
- Directed communications, marketing and sales support activities.
- Focused retail marketing and sales support programs.
- Developed a new strategic brand position encompassing all areas of the Hush Puppies footwear business. Set core consumer targets, product classification, sales organization, visual merchandising, packaging and communications. Developed and implemented marketing, product and promotional strategies. Launched program in United States, then worked with worldwide licensee network to extend globally to 82 countries.
 - 60% increase in Hush Puppies domestic footwear sales 1992 – 1997.
 - Doubled Hush Puppies worldwide pairs 1992 – 1997.
 - Five consistent years of growth against 4% overall decline in casual footwear market.
 - Strengthened product position in existing distribution.
 - Developed worldwide brand identification standards.
 - Developed strategic and creative guidelines for line extensions
 - Successfully repositioned brand worldwide.



Corporate Advertising Manager, Wolverine World Wide, Inc. 1987 – 1992
Advertising manager in corporate advertising department, responsible for communications programs for wholesale and domestic Hush Puppies brand activities.

- Analyzed and defined core brand communication assets and reintroduced the Hush Puppies basset hound as brand icon. Developed award winning communications programs and advertising campaigns. Formulated plan for organizational restructuring of the Hush Puppies division to elevate the role of marketing functions from corporate to divisional reporting.



Assistant to the Director of Advertising and PR, Wolverine World Wide, Inc.

1985 – 1987

THE JUVENILE SHOE CORPORATION OF AMERICA, Aurora, Missouri
A privately held \$45 million domestic footwear company

Advertising Manager

Managed four brands (women's comfort, women's duty, children's, golf) for \$45 million company.

1980 – 1985

Education

Michigan State University, East Lansing, Michigan

Bachelor of Arts, College of Communication Arts and Sciences