

Bespoke Search Group
CMO

EXPERIENCE

Series C (1,300 person) (Fintech + eCommerce Platform, ~\$200M ARR, ~\$150M equity raised), Chief Marketing Officer
2022-Present

- Delivered 45%, 32%, and 48% increases in GMV, revenue and contribution profit, respectively, year-over-year by establishing a testing framework and channel diversification strategy
- Created design target, renamed, and rebranded Company (overview [here](#)) in under 4 months without impact to revenue forecasts
- Launched beta SuperCash charge card acquiring ~30K customers by cross-selling ~10% of Super active user base in 2 months
- Built and led 25-person multidisciplinary team including growth, product marketing, research, creative, and communications
- Member of 4-person Executive Leadership Team and integral contributor at quarterly Board meetings

JP MORGAN CHASE, Managing Director, Chief Marketing Officer, Growth Financial Products 2018-2022

- Promoted to Managing Director (1% of JP Morgan Chase Employees) within 3 years of joining
- Managed \$100M budget to deliver on Chase commitments to increase access to banking, build trust among underserved, and drive positive financial health outcomes among SMBs, parents and students; key accomplishments:
 - Underserved: Launched Chase Secure Banking for underbanked consumers including brand relevance + community marketing campaigns resulting in 1.4M customers and 700MM impressions in 18 months
 - Students: Launched Chase First Banking account acquiring 90K customers monthly, increased College Checking volume 150% over 2 years and developed repeatable student engagement campaigns driving 645MM impressions annually
 - Saving: Launched Autosave acquiring 2.4M customers and \$5.4M in savings balances in <2 yrs
 - Fraud: Launched fraud protection campaign using web, direct mail, statements, and branch targeting 25MM customers
- Led scoping and initial execution of \$30B Racial Equity Commitment resulting in x-firm alignment and delivery of goals including opening of 200K low-cost checking accounts and 6 community centers in 16 months

COMMONBOND (Student Lender), Vice President, Head of Marketing 2015-2018

- Promoted to Vice President within 1 year of joining
- Managed team of 12 to increase student loan originations volume by 540% and decrease CAC by 12% in 1 year through channel diversification (affiliates, digital direct response, partnerships, and referral) and rigorous testing and learning
- Led launch of 1 B2B and 1 B2C product within 18 months by conducting consumer and competitor research, identifying target customer segments, developing product positioning, and executing tactical marketing campaigns to achieve P&L targets
- Built sales enablement capability by developing messaging and collateral tools resulting in 175 signed partnerships in 18 months
- Created and refreshed brand resulting in differentiated positioning and identity and a 400% increase in consideration in 4 months

PFIZER INCORPORATED, Senior Manager, Digital Marketing, Quillivant Franchise 2014-2015

- Managed team of 6 and 100+ person salesforce to launch Quillivant franchise brands including research to define B2B and B2C consumer unmet needs, identifying a positioning strategy, developing verbal + visual identity, and commercializing 2 products
- Led strategic planning process driving \$111M in revenue with a budget of \$50M due to revised consumer and prescriber strategy delivering 201% increase in sales, 509% increase in awareness and 356% increase in consideration

TWIN TIER HOSPITALITY, Director, Marketing Innovation & Customer Experience 2013-2014

- Managed team of 4 to launch Millennial-focused boutique hotel brand resulting in \$3M dollar sale of concept
- Partnered with the Food Network Chef to launch a novel restaurant concept resulting in 230% revenue increase in 1 year

DELOITTE CONSULTING, Manager, Strategy Practice 2005-2013

- Managed teams to develop innovation, branding and marketing strategies across financial services and healthcare clients
- Promoted to consultant and manager in 20 months, respectively; consistently ranked in top 10% of class

Representative engagement work includes:

- Owned pharmaceutical product P&L as acting brand team leader driving ~11B in revenue globally within 14 months
- Managed \$32M budget and global team of 20 to define brand positioning, messaging, and marketing plan for a professional services firm resulting in a 30% increase in aided awareness and \$250M in new business across 18 countries in 18 months
- Conceptualized and executed new direct to patient distribution model serving 13M patients and driving 5X ROI in 1 year
- Redesigned innovation process for multi-billion dollar CPG company reducing time to market by 23%

AWARDS, PUBLICATIONS, & TEACHING

- Awarded:** Top 50 Women Leaders of New York 2022
- Stukent:** Authored Consumer Behavior textbook widely utilized at 75+ Universities globally 2017-Present
- Forbes:** Communications Council Contributor focusing on marketing and consumer behavior topics 2017-Present
- NYU Stern School of Business, Adjunct Professor:** Taught Consumer Behavior 2017-Present

EDUCATION

- Columbia Business School, MBA 2010, Marketing and Entrepreneurship 2008-2010

