

CLIENT SOLUTIONS | MARKETING ANALYTICS | SOLUTIONS STRATEGY EXECUTIVE

“When we don’t have the right product offering, I marshal the right solutioning effort to deliver.”

Success-driven Martech Executive with a 360° business & leadership mindset. Demonstrated record of developing innovative digital marketing strategies and analytics solutions that deliver maximum ROI to all stakeholders. High energy, cross-functional leader and effective “gets it done” project manager. Excellent command of CRM, predictive modeling, marketing mix modeling and attribution, and business intelligence.

- Broke into a competitive emerging market and built a marketing cloud solutions business that generated \$10MM+ in annual revenues for a new player in this market.
- Developed an award-winning marketing strategy for Amex global merchant services organization that drove more than 100% gains in direct marketing response across 4 travel and entertainment (T&E) categories and close to \$40MM for a channel partner.
- Articulated a compelling case and convinced executive team to implement bold business development strategies that reinvigorated core product sales and opened a high growth, multimillion-dollar revenue pipeline with add-on value sales opportunities.

—RECOGNITION—

“Greg passes the “gives a damn” test that few do...” General Counsel, Zmags

“Greg is a great person to work with. He has a knack for driving strategic partnerships and customer success with a unique combination of business and product sensibility, and an unwavering conviction to achieve the best outcomes...” Chief Product Officer, Affinity Solutions

“...Greg is a rare mix of thought leader and roll up your sleeves go-getter. He always brings his A game.” Senior Client Services Manager, American Express

EXPERIENCE AND ACHIEVEMENTS

AFFINITY SOLUTIONS

New York, NY • 2012 – present

Privately held company providing innovative customer loyalty program services and marketing cloud solutions

Vice President, Head of Strategic Account Management, Marketing Services (2016 – present)

Direct a team of account managers, solution architects and strategic sellers. Manage P&L of \$23MM. Develop new products and client solutions. Negotiate and secure third-party contracts. Oversee all strategic partnerships in marketing cloud vertical. Serve as member of leadership committee.

- **Grew data solutions provider (DSP) business from \$0 to \$300K monthly** run rate for programmatic audience vertical.
- **Cultivated strong strategic partnerships with top tier consulting firms such as Deloitte and Accenture** as a preferred provider, generating \$1MM+ annually with Deloitte and \$1.5MM from Accenture.
- **Built channel relationships with platforms such as Google, TradeDesk KantarShop.com** and others.
- **Played a lead role in influencing executive team to close on lucrative deals and strategic alliances;** turned around 28 delivery service level agreements (SLA) in 5 days.

Vice President, Product Management & Business Analytics (2014 – 2016)

Promoted to lead end-to-end development and management of marketing analytic products and services in support of cross-channel targeting and measurement attribution solutions. Appointed to company leadership team to drive vision, address resource challenges and align with budget commitments for the marketing cloud business. Headed up a team in development of analytic products.

- **Expanded Affinity’s presence in a new marketing vertical** and quantified ROI of television advertising:
 - Secured a \$2MM annual license to deliver measurement reporting for linear TV.
 - Closed a deal for \$1.5MM with KantarShop.com for audience targeting and measurement solutions.

Director, Business Operations & Strategy (2012 – 2014)

Recruited from Amex to improve performance of merchant-funded loyalty campaigns and to expand company's data offering. Managed a client facing marketing analytics team of statisticians, business analysts and data engineers, responsible for the development and delivery of marketing products and services in support of targeting and attribution solutions.

- **Developed patent pending targeting methodologies** to identify in-market consumers to provide leading edge data insights to clients.
- **Closed a \$1.5MM annual contract with Home Depot** that was instrumental in their target marketing strategies and programs:
 - Developed a unique, real-time CRM scoring solution that fed highly sensitive CRM data into Affinity's ecosystem after winning client trust.

AMERICAN EXPRESS

New York, NY ▪ 2006 – 2012

Fortune 500, multibillion-dollar global credit card and travel company offering merchant and card services

Senior Manager, AMMI, Merchant Marketing Strategy & Insights (2009 – 2012)

Promoted to produce data-driven marketing strategies and analytics to support key merchant relationships for priority, global, national and regional merchants. Managed partner relationships to support end-to-end marketing engagement, merchant acquisition, cancellation migration and fee-based revenue opportunities. Created customized marketing plans for merchants and campaign test strategies. Provided reporting and performance management services and collaborated on strategic plans.

- **Generated \$2MM+ in incremental merchant revenue** through data sales /insights reporting.

Senior Manager, USMMI, Marketing Program Execution & Performance (2006 – 2009)

Managed a team in direct marketing initiatives for strategic relationship group's top tier T&E and hospitality services accounts. Developed products to advance segmentation opportunities. Leveraged partnerships to drive expansion of existing proprietary channel and maximize marketing opportunities.

- **Transformed the campaign execution team from a back-office order taker to a strategic partner** of the client management organization that partnered with clients to deliver full-service marketing strategy, implementation and analyses.
- **Developed and launched an event-based marketing program that drove 100%+ gains in CM response** across diverse hospitality and travel sectors and \$37MM+ for a channel partner:
 - Earned coveted *Centurion Helmet* award, an honor bestowed to 20 out of thousands for product/strategy innovation.
 - Recognized by Leisure Travel team with the 2008 *Winning Partnerships Through Teamwork* award.

NORDSTROM, INC.

New York, NY ▪ 2003 – 2006

American luxury department store chain founded in 1901

Campaign Marketing Manager

Originally interned with Nordstrom's during graduate studies. Managed direct managing strategy and CRM relationship with outside vendor. Oversaw target marketing programs, played key role in selection of CRM software. Headed development and implementation of business analytics function that included vendor management, capability development and user training.

- **Played a key role in supporting corporate initiative to centralize all marketing activities across 5 divisions** in advance of planned acquisition:
 - Standardized reporting across divisions that improved measurement of marketing ROI.
 - Developed a custom business intelligence (BI) tool for executive team that provided real-time data on KPIs.

EDUCATION

FORDHAM UNIVERSITY, New York, NY ▪ **MBA, Management Systems** ▪ 2004 ▪ Deming Scholars Honors

SYRACUSE UNIVERSITY, Syracuse, NY ▪ **Bachelor of Science, Business** ▪ 1998