

Gerry Moran

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MULTI-CHANNEL MARKETING & BRAND STRATEGIST

World-class Brands & Agencies

Senior marketing leader successful at conceiving and launching new products, services, and programs. Education includes MBA in Finance, BBA in Marketing and executive marketing training at Harvard Business School. World-class experience includes HBO, IKEA, Digitas, imc2 and Fox School of Business. Expert at devising simple, actionable, and systems-based marketing and communication plans. Excel at managing team and financial resources. Specialize in creating and leading customer engagement and relationship building programs with traditional, digital, and social media. Core competencies are:

- Relationship Marketing / CRM
- Brand & Business Strategy
- Client Servicing
- Pharmaceutical Marketing
- Subscriber Marketing
- Social Media
- B2B
- Interactive Strategy
- Direct Marketing

PROFESSIONAL BACKGROUND

LOREL MARKETING GROUP

Director, Digital Strategy

2009 to 2010

King of Prussia, PA

Joined Lorel's senior leadership team to spearhead the agency's multi-channel service offering with an interactive focus (email, social media, micro sites). Lead digital and social media strategy and planning for new business pitches and current client roster of Rita's Italian Ice, Kravco Simon shopping malls, EP Henry, Holy Redeemer Health System, Wedgewood Pharmacy, Sanofi Pasteur, and all wellness brands. Reported to SVP of Interactive.

Key Accomplishments:

- Built digital relationship marketing strategy for Holy Redeemer Health System's Just4Moms program that has increased number of registrants and pipeline prospects by 25%
- Launched agency email and social engagement audit programs that led to meeting 100% of revenue target and increased client tactic performance by up to 45% (email, social media)
- Led creation of agency's strategic engagement process

DIGITAS HEALTH

VP/Director, Marketing

2008 to 2009

Philadelphia, PA

Secured to lead agency's assignment to replace Astra Zeneca's pharmaceutical sales force with an enterprise CRM solution targeting physicians – driving customer, brand, financial, and operational efficiencies. Managed a 12-person account team. Job eliminated due to resource consolidation. Reported to SVP, Marketing.

Key Accomplishments:

- Successfully drove physician acquisition and retention strategy and delivery of first phase of enterprise CRM platform for NEXIUM — decreasing brand expenses by 50%

IMC2

Director, Relationship Marketing

2007 to 2008

Conshohocken, PA

As a member of agency's Philadelphia leadership team, led development of the relationship marketing (RM) practice's email product, social media solutions, best-practice strategy tools (email and engagement audits), and internal thought leadership publications. Key clients acquired and developed included Barilla, MyM&Ms, Fertility Lifelines, Seasonique, Pizza Hut, Diet Coke, Effient, Cymbalta, alli, and Unisys. Managed 2 managers. Job eliminated with 20% agency downsizing. Reported to VP of Relationship Marketing.

Key Accomplishments:

- Created RM strategy process that resulted in more timely and effective client deliverables
- Devised EMD Serono's Fertility Lifelines RM program that increased program registration rates by 23%
- Developed RM program for Seasonique that increased member registration by 20% and revenue by 15%

IMC2 (Continued)
Director, Relationship Marketing

2007 to 2008
Conshohocken, PA

- RM pitch lead for Barilla pasta, Seasonique birth control, MyM&Ms, EMD Serono's Gonal-f, GSK's LOVASA, and Lilly's Effient wins
- Formulated communication strategy for GSK's alli, Avodart, LOVASA, Pfizer's Lipitor, Unisys, and MyM&M's ecommerce initiatives
- Created and rolled out white-labeled email service that achieved year one sales goal within 4 months

IKEA NORTH AMERICA SERVICES
VP of Marketing / US Direct Marketing Manager

2005 to 2007
Conshohocken, PA

Directed a 10-person team (database, CRM, interactive, catalog, and creative area) for IKEA's US direct marketing operations — driving segmentation, communication, loyalty strategy, and operational efficiencies. Responsible for driving US market share and revenue growth. Aligned US retail store network and provided strategic direction for customer acquisition plans, relationship marketing program launches, and in-store promotions to meet annual sales targets. Played key role in developing global CRM strategy for IKEA FAMILY consumer loyalty program and IKEA BUSINESS B2B program. Responsible for managing direct and digital agency relationships. Reported to CMO / US Marketing

Key Accomplishments:

- Developed and executed a new segmentation and targeting strategy and process for US customer acquisition
- Effectively leveraged \$100 million budget (for catalog, print, online, loyalty, database lines) and introduced direct marketing strategy initiatives to exceed sales goals — 108% sales index
- Conceived and launched a New Movers program that generated an incremental \$1.5 million at a 300% ROI
- Successfully managed production, marketing, and delivery of the 2006 and 2007 IKEA Catalog (part of the world's largest free publication) to 25 million US households
- Initiated direct marketing strategy to drive loyalty and conversion from most valued customers that increased the net promoter score by 20%
- Revitalized US promotional offer strategy and execution resulting in 25% increase in campaign ROI
- Led U.S. and global team to create the IKEA FAMILY loyalty program from concept to decrease remarketing costs of top buyers by 20%
- Drove annual private label credit card customer acquisition plan and execution and grew base by 10%

FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY
Director, Executive MBA Program

2004 to 2005
Philadelphia, PA

Responsible for the bottom-line of a top-ranked EMBA program, amplifying the recruiting, marketing, and branding efforts. With a limited marketing budget of \$100,000 was able to increase program's awareness, applications, and exceeded goals by 20%.

Key Accomplishments:

- Developed and integrated offline and digital lead generation and marketing process to achieve greater enterprise efficiency
- Initiated a pay per click SEM strategy to target key segments that resulted in 50% increase in qualified leads that helped meet acceptance goals 2 months ahead of schedule
- Launched the first EMBA scholarship program on the East Coast giveaway promotion that generated 20% increase in qualified leads
- Expanded the curriculum for first Eastern European international business trip
- Developed and drove *Fox School of Business Strategic Leadership Series* and custom executive education products that increased revenue by 30%

INSPECTION MARKETERS, INC.
Principal

1997 to 2005
Philadelphia, PA

Envisioned concept and founded this marketing services agency that worked with home inspection companies throughout the United States and Canada. Created a new way of marketing for home inspection companies by combining branding, direct marketing, and CRM with a unique mass-customization production model. Helped increase sales in a very B2B competitive market, and quickly became the industry's highest-rated source for brochure, direct mail, and newsletter marketing collateral. Accomplished national speaker and author on home inspection marketing strategy. Devised a virtual design and customer service team to grow and manage a client base of over 250 home inspection companies.

HOME BOX OFFICE (HBO)
Director, Affiliate Sales & Marketing

1986 to 2004
Philadelphia, PA

Formulated all Mid-Atlantic acquisition and retention subscription cable marketing strategies for Comcast, Time Warner, and smaller operators in various distribution stages (new build, go to market, and mature) and highly competitive markets. Directed an 8-person staff within a client service and field marketing framework to add and retain pay and basic television subscribers. Expert in creating strategy and execution plans for DRTV, radio, direct mail, print ads, telemarketing, and call center strategies and programs. Created and managed retail tie-in projects that included the NBA, Pizza Hut, McDonald's, and NFL. Developed retail pricing, packaging, and merchandising strategies to convert subscription television prospects into long-term users. Reported to SVP.

Key Accomplishments:

- Leveraged \$10 million direct marketing and promotions budget to grow HBO's largest subscriber base by 5% to 8% annually
- Developed unique point-of-sale, sales training, and call center marketing strategy that consistently raised conversion rates by 10%
- Negotiated over 75 contracts that successfully increased customer base by 10%
- Produced loyalty program that reduced customer churn by 25%
- Developed unique custom performance metrics to measure and drive sales incentive program effectiveness by 100% over expected ROI
- Earned prestigious HBO SAMMY (sales and marketing) award for 500% ROI customer retention program
- Elected as President of CTAM Greater Philadelphia (cable television trade organization) for a 2-year term

OTHER

HAUB SCHOOL OF BUSINESS, ST. JOSEPH'S UNIVERSITY
Adjunct Marketing Professor

2000 to current
Philadelphia, PA

Recruited to join nationally recognized business school to infuse HBO, IKEA, start-up, and top digital advertising agency experience into undergraduate and MBA-level marketing classes. Devised a unique social media format to supplement class-work using Twitter (@ProfMoran) and a blog (MyMarketingClass.com) that has led to increased student understanding of digital media's role in marketing strategy and tactics. Report to Department Chair.

Key Accomplishments:

- Appointed to St. Joseph's University Haub School of Business Marketing Advisory Board — driving curriculum policy decisions and mentoring current marketing students. Personal contributions include development of sports and entertainment major and creation of a robust internship program.

EDUCATION

Executive Education • Strategy • Harvard Business School
Master of Business Administration • Finance • St. Joseph's University
Bachelor of Business Administration • Marketing • St. Bonaventure University