

SUMMARY

Marketing Strategy | Leadership | Strategic Planning | Project Management

Talented Marketing leader with 20+ years of diverse experience within B2B and B2C organizations supporting a multi-tiered distribution strategy. Experienced at developing and executing strategic marketing plans that support the company's business priorities and initiatives. Proven results in product and brand management, channel development, digital marketing and go-to-market communications strategies that support the companies' values and culture and reinforce brand awareness.

CORE COMPETENCIES

- Strategic Planning
- Project Management
- Brand Management
- Channel Development
- Marketing Plan development
- Marketing Budget development
- P&L Management
- Branding from the inside-out

PROFESSIONAL EXPERIENCE

Authentic Brand

(2018-Present)

Authentic Brand is a community of Fractional CMOs who help growing businesses Overcome Random Acts of Marketing™ and confidently take the next right step to build revenue.

Our unique approach combines Marketers + Methodology + Mindshare to build strong, strategic, sales-aligned marketing teams and programs.

As a Fractional CMO for Authentic Brand I help small to midsize companies develop a marketing foundation and framework in an authentic and meaningful way to attract and retain your most ideal clients.

Key Accomplishments:

- Grew a client's web traffic by 300% over the last 2 years after a complete rebrand and new website
- Developed a lead gen strategy through paid media that resulted in 25 new clients in one year
- Increased LinkedIn followers 125% over one year for one client
- Serve and drive value-added engagement on the Leadership team of two clients for over 2 years
- Built a Marketing strategy and Plan foundation from the ground-up that will serve the client for years to come
- Implemented and drove corporate rebrand and new website within the first 10 months of client engagement
- Serve as the Advisor to both the business as well as the Marketing team for one client for over 2 years
- Introduced meeting and annual goals tools that have enabled accountability and serve as results driven actions aligning with sales in order to grow the overall business and get ready to go to market
- Built a Marketing action plan and strategy to serve a start-up division for a new service offering resulting in 5 new deals within the first 6 months of rollout

Bertsch Marketing Connection, LLC

(2015-2018)

Bertsch Marketing-Connection helps grow your business and connect-the-dots between your vision and a focused marketing strategy that supports your specific situation and goals. Defining the most effective marketing strategy is critical in creating a solid path to success, allowing you to more effectively market your business into the right channels, with the right communication, with the right methods and at the right time to maximize your business objectives.

Bertsch Marketing-Connection develops strategically sound deliverables around these concentrated areas of expertise:

Marketing Strategy | Marketing Plans | Brand Alignment | Marketing and Sales Effectiveness**Director of Marketing and Sales Effectiveness****HM Cragg, Edina, MN****(2010-2014)**

\$40M Manufacturers Rep and a national Master Distributor of Eaton Power Quality products serving the IT and Power markets. Promoted to Director role and seat on leadership team after three years in marketing management position.

As Director of Marketing and Sales Effectiveness, I led the overall development and execution of the marketing strategies, and the alignment of marketing with the sales organization in order to support products and services and drive sales growth. In this highly collaborative role, I ensured the HM CRAGG value story and its products and services were fully understood by the customer and our employees.

- Developed and executed strategic marketing and product plans that supported the overall **revenue growth 26%**.
- Implemented digital marketing campaigns and promotions and executed annual trade shows that helped increase our brand awareness and achieve new customers. Recent results include **\$345K in new business** on a trade show budget of \$6K.
- Led the program development and marketing of 5 new product and service implementations that have resulted in nearly **\$2M additional company revenue** outside of our core offerings.
- Redesigned and implemented company CRM tool and processes to support product, service and sales growth. Trained and supported the sales team with new sales goals and metrics. Tracked and monitored progress against goals. CRM input and closure rate have increased 50% this year.
- Directed project team and engaged SEO consultant to analyze, enhance and redesign our website in order to improve search, resulting in **26% increase in site visits** and 15% increase in page views YOY.
- Planned and oversaw execution of promotional activities including print, electronic media, trade show, direct mail, digital marketing, and signage.
- Increased brand awareness for both internal and external customers by implementing programs that support culture and corporate value proposition.

The Toro Company, Bloomington, MN**(1997-2009)**

Held various roles for \$2B international manufacturer of lawn care products including mowers, snow throwers and irrigation systems. Brands include Toro, Lawn-Boy, Lawn Genie and Hayter.

In my time with The Toro Company, I held various roles and was promoted through the organization securing a role as a Product Manager within the International Division. That role focused on marketing and product management worldwide.

Associate Marketing and Product Manager, International Division**(2006-2009)**

- Formulated and executed strategic annual marketing plans, product and business plans for Canada, Latin America, and Asia that were instrumental to achieving consistent revenue growth.
- Led growth initiatives that resulted in **90% sales growth**, in one season, within key revenue generating product category for one market.
- Worked as part of a cross-functional team collaborating through the stage gate product development process in order to develop new products within U.S. market and Canada.

- P&L responsibility for **\$25M** sales annually; restructured marketing service budgets (POS and brochures) **saving \$200K annually**.
- Developed and presented materials educating channels on pricing, promotion, marketing, and product training information for 150 person audience.
- Utilized knowledge of competitive product information to define and position market based price points for all consumer products within each international market.
- Monitored forecast and inventory for four international markets, ensuring availability of product at strategic stocking levels.
- Created and implemented successful marketing programs, press relations, advertising, POP, web content, internal and field sales communications, and product launch for the dealer direct market.
- Held dealer open houses across Ontario, Canada focusing on key product. Videotaped these open houses creating best practices for other dealers and **grew key revenue generating product 90%**.

Additional roles between 1997 and 2006

EDUCATION and TRAINING

- Certified Professional Project Manager, **CPPM**, University of St. Thomas
- **Master of Arts, Organizational Management**, Concordia University, St. Paul, MN
- **Bachelor of Science**, Physical Education, Sports management, University of Wisconsin-La Crosse, La Crosse, WI
- **Traction (EOS) Entrepreneurial Operating Systems**
 - Advanced knowledge of Traction principles as part of self-implementation
- **Certificate of Mediation**, Hamline University, St. Paul, MN,

ADDITIONAL INFORMATION

- **Technical skills:** Skilled in HubSpot CRM and Marketing Automation; Competent using Microsoft Word, Excel, PowerPoint
- Voluntarily lead weekly job transition group for Grace Church since 2010. Helped hundreds of job seekers with support, job leads and tips in securing new positions.

THEY SAID IT

Past managers and colleagues have said: “Barb has a number of key competencies that have and will continue to ensure that she is high performing employee...Barb is a high-performing individual who can provide a unique combination of passion/energy and competency to get the job done.”

“Barb is extremely energetic, creative, productive, results-oriented and detailed individual. Add to this genuine professionalism with a winning personal touch so vital to both marketing and sales and one can see how valuable she can be to any organization.

Barb is a great contributor who ably seeks success in all work endeavors and if given the opportunity I recommend adding her to your business team.”