

# DANEEN J. KIGER

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(651) 271-2061 | daneen.kiger@outlook.com | linkedin.com/in/daneenkiger

GLOBAL MARKETING EXECUTIVE | VICE PRESIDENT OR DIRECTOR MARKETING

“DRIVING GROWTH THROUGH INNOVATIVE AND CREATIVE MARKETING STRATEGIES WITH TOP PERFORMING TEAMS”

## Professional Summary

Senior marketing professional with proven leadership expertise in developing marketing practices to build brand equity while driving profitability and demand through multi-channel distribution (B2B and B2C). Delivering operational excellence by working cross functionally with key internal and external stakeholders and leading collaboration efforts in product and brand development is a key strength of my leadership. Experienced, compassionate, and approachable leader of high-performance teams focused on creating a culture that promotes talent development and creative thinking.

- Driving operational excellence of strategic integrated marketing plans: advertising, public relations, e-mail campaigns, events, merchandising, packaging, promotions, social media and online initiatives for global internal and external audiences
- Developing and implementing innovative product and promotional campaigns to drive demand generation and monitoring results for the most successful revenue outcomes
- Forecasting and managing functional area budgets to ensure the most efficient utilization of resources

Team Builder | Cross Functional Leadership | Channel Strategy | Product Development  
Project Management | Strategic Planning | Brand Development | Go-To-Market Strategy  
Communications Strategy | Integrated Marketing | Digital Marketing | Analysis & Metrics  
Content Development | Website Strategy | Social Media Strategy | CRM

**StrengthsFinder Top Five:** Arranger, Strategic, Belief, Responsibility, Communication

## Professional Experience

**Authentic Brand** (Fractional Marketing) Minneapolis, MN

(September 2020 – present)

**Authentic Fractional CMO™**

- Serving as executive marketing leadership to help businesses make marketing a strategic partner in building revenue results.
- Provides the leadership businesses need, on a part-time, flexible basis assisting their marketing teams to move forward with confidence and overcome “random acts of marketing” with a unique approach that combine Marketers + Methodology + Mindshare to build strong, strategic, sales-aligned marketing teams and programs.

**THE AIRTEX GROUP** (Textiles Manufacturer) Minneapolis, MN

(November 2017 – October 2019)

**Vice President Marketing**

- Established the marketing foundation for The Airtex Group, with primary focus on their consumer brand, Acme Made and achieved e-commerce sales growth results of 32%
- Developed and executed programs for internal and external communications, social media, advertising, publicity, websites, research, product development
- Collaborated with sales team developing customer programs, channel marketing initiatives and forecasting process to drive sales results in OEM/Private Label business representing 13% growth

**ERGOTRON, INC.** (Digital Display Mounting and Mobility) St. Paul, MN

**(September 2004 – October 2017)**

**Vice President Global Marketing**

**(2014 – 2017)**

- Managed a global marketing team in 5 geographic locations (39 employees), delivering industry-leading results in Product Planning, Pricing, Vertical Marketing Management, Channel Marketing Management, PR, Communications and In-House Creative and Content Development
- Strong orientation towards business growth and profits, increasing EBITDA (\$59M – \$91M) and net sales (\$293M – \$369M) over a four-year period
- Developed and drove business justification to implement marketing automation program that exceeded expectations for lead generation with results exceeding industry standards in marketing qualified leads to sales qualified leads to a 6.5% conversion rate (CRM/MA: Salesforce and Pardot)
- Aligned product features with customer decision-making attributes and introduced innovative products to new market opportunities, often multi-channel – Including direct, 1-step and 2-step IT Broadline Distribution, National and Multi-National IT Resellers, SMB Resellers, Professional Office Furniture Distributors and Dealers, Big Box Retail and Online Resellers
- Led vertical and channel marketing teams serving healthcare, enterprise, retail, education, furniture, health and wellness and government markets while aligning closely with sales organization – Attained \$300M+ in revenue and sales growth exceeding 15% in 2016

**Sr. Marketing Director – Global Channel Operations**

**(2007 – 2013)**

- Instituted Ergotron's 'Big Bang' launch process overseeing tasks by cross functional team to implement product launches that identify target markets and applications to drive awareness, thus improving consistency, time to market, and sales momentum enabling growth in major product categories
- Championed the launch of the JustStand® Wellness Uprising, a causal website and social campaign designed to build community around the need to create healthy work environments promoting employee wellness, successfully increased awareness and sales of WorkFit® product line from zero to approximately \$25Mill in revenue in three years
- Developed and led strategic initiatives to position Ergotron as a thought leader in the wellness category including driving Ergotron research with major universities and health organizations around the globe

**Retail Business Development Director**

**(2004 – 2007)**

- Established business opportunities with potential retail business partners; in first year acquired top CE and Office retailers for Neo-Flex products increasing sales growth in second year by 53.3%
- Maintained detailed account profiles and activities, including forecasts, sales reports, and account logistics to update management on account status, business opportunities and trends

**IMATION CORPORATION** (Data Storage) Oakdale, MN

**(June 1999 – September 2004)**

Marketing Management positions: eChannel Program Manager, Market Development Manager – Consumer, Channel Marketing Manager – Distribution and Reseller Channel

**DIGI INTERNATIONAL** (Networking Devices) Minnetonka, MN

**(March 1995 – June 1999)**

Marketing Management positions: Channel Marketing Manager, Strategic Relations Manager, Manager of Advertising and Marketing Communication Services, International Marketing Manager

**Education & Professional Development**

Education: Mankato State University - Mankato, Minnesota – B.S. Degree Business Administration

**Professional Development:**

McKinsey & Company: Design-to-Value (DtV)  
Leadership Development Workshop

Social Media Summit Workshop  
Retail Excellence Program – Levin Consulting