

KATE HENDERSHOTT

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MARKETING – BRAND MANAGEMENT – BUSINESS STRATEGY

Dynamic and inspiring seasoned marketing executive with experience working with companies in the health and beauty, financial services, manufacturing, retail, nonprofit and healthcare industries. Highly respected reputation for fostering talented teams and delivering strong KPIs in complex, cross-functional environments. Skilled at balancing long-term strategic visions with short-term tactical executions. Proven track record for managing revenue growth across omni-channel environments while working with leadership to achieve companies' objectives of aggressive revenue and earnings targets.

EXPERTISE, KNOWLEDGE AND CORE COMPETENCIES

- Change management
- Marketing and brand consulting
- Sales force assessment and coaching
- Strategic planning
- Business strategy, planning, and execution
- Budget development and fiscal management
- Board of Director and stakeholder presentations

PROFESSIONAL EXPERIENCE

AUTHENTIC BRAND -- Fractional CMO services and strategic marketing leadership firm 2020 – present
Provides strategic vision for companies underperforming in their marketing goals. Uniquely qualified to quickly assess the business and turn things around to position the business for long-term, sustainable growth.

SPARKS GROWTH – Business development coaching firm 2017 -- 2020
Partner who provides successful business development coaching services for professional services firms. Coach clients up or out. Multi-year client retention.

HENDERSHOTT AND ASSOCIATES – Brand, marketing, and business strategy firm. 2008 – 2021
Provide business development and strategic marketing counsel for mid-sized businesses.

Sample engagements

THRIVENT – Fortune 500 financial institution (4 years)

Brand Strategy Consultant responsible for brand launch and governance for multiple business partners.

- Implemented a successful brand launch within 12 months to 3000 financial service professionals and 18 Business Partners. Conducted over 30 training sessions and oversaw the updating/implementation of over 5,000 creative pieces.
- Managed the national multimillion-dollar media campaign which included digital, traditional and social platforms. Liaison with the creative agency, media buyer Haworth and Thrivent; championed KPI metrics that resulted in an increase of 15% in aided brand awareness within 18 months.

EPSOM-IT – Start-up health product company (5 years)

Chief Marketing Officer responsible for topline growth.

- Implementing an omni-channel marketing strategy resulting in monthly sales of \$60,000 with a small investment in social platforms and Amazon.

ECOSMART – Start-up healthcare product company (8 years)

Chief Marketing Officer responsible for all marketing and sales initiatives.

- Developed a successful marketing strategy for digital, social and traditional initiatives to create brand awareness to major healthcare organizations.

- Managed outside resources to create the marketing and sales assets such as the website, outbound campaigns, direct mail and sales collateral.
- Secured master-spec contracts from prestigious healthcare groups such as the Cleveland Clinic and Northwestern University. This had never been accomplished before with a start-up company.

WALSER AUTOMOTIVE – *One of the largest US automotive dealerships (2 years)*

Marketing Director responsible for topline growth for auto and service sales.

- Transitioned 16 dealerships and 8 ancillary businesses from 90% traditional advertising to 80% digital.
- Awarded Facebook business of the year in the automotive industry.
- Moved several dealerships from the number 3 position to the number 2 position.

MUTUAL OF OMAHA BANK – *-\$4B regional bank (3 years)*

Consultant who helped develop the bank’s positioning, value proposition and messaging to increase brand awareness of the new bank. “Kate’s work was the lynch pin for all marketing activities moving forward. We constantly refer to her findings.”
CMO Mutual of Omaha Bank

LIFETIME FITNESS – *One of the largest US health and fitness firms (project)*

Conducted the research and developed a successful loyalty program that was rolled out nationally; provided the direction for creative. Plan was adopted by all 100 salons.

MCKESSON – *-\$100B international healthcare company (project)*

Executed numerous research methodologies to redefine the brand, packaging, and positioning of medical supplies division.

JUUT SALONSPA – *Formerly Aveda. One of the most successful salon chains in the U.S. (3 years)*

Marketing Director hired to create the growth strategy and build the marketing and merchandise organization.

- Transitioned the marketing department from reliance on an outside agency to conducting all marketing tactics in-house with a lean marketing team who implemented these initiatives: planning, budgeting, new website, online programs, direct mail, media, PR, and all Aveda retail strategies.
- Developed strategy that elevated the brand from 40% to 55% unaided brand awareness; doubled new client count within 4 months; increased the average basket size 15%, and improved client retention 5%. Record revenue years.

SOLARUS – *Leading Midwest telecommunications firm (3 years)*

Marketing Consultant retained to turn the company around.

- Conducted comprehensive sales and marketing assessment to develop a strategy to compete against national providers. Value creation of over \$1M per year. Retained long-term as lead marketing and sales consultant.
- Liaison between the creative agency and Solarus. Developed over 50 campaigns and executed the media plan that drove revenue in both the B2B and B2C divisions.

MANCHESTER COMPANIES – *Leading management advisory, corporate renewal and investment firm* 2000 -- 2007

Served a dual role: Chief Marketing Officer for Manchester and Senior Marketing Consultant for Manchester’s clients.

CMO role:

- Achieved aggressive growth goals for 30+ companies to bring best of class marketing solutions to a diverse client base in need of corporate renewal. 110% average EBITDA increase for all engagements.
- Served as the CMO for client companies while executing the marketing strategy to increase revenue and maintain sustainable growth. Turned around 95% of all engagements.
- Developed the marketing strategies and PR for Manchester to create brand awareness in several disciplines. Manchester received “Turnaround of the Year” award for four consecutive years.

Sample engagements as Senior Marketing Consultant:

BNC CORP – \$1.7B financial services organization (project)

- Co-facilitated strategic planning sessions and executed the marketing plan to help the Bank confidently address revenue shortfalls.
- Developed a successful, cross-selling strategy between the banking and insurance divisions; retained to manage the plan. 90% of bankers and agents partnered to increase revenue two-fold within 24 months.

JOHNSON FINANCIAL GROUP – \$4B financial services group (4 years)

- Conducted consumer insight studies to align mission and strategy to meet customer needs. Uncapped opportunities to provide services and products to expand on JFG’s revenue stream at least 10%.
- Retained to lead the cross-selling initiatives between the bankers and insurance agents.

HUNTER’S SPECIALTIES – Leading national hunting and accessories manufacturer and distributor (2 years)

Marketing Consultant who developed the business strategy to regain market share with major retailers.

- Company faced with high sales and marketing costs while losing share to large mass retailers. Restructured the marketing budget and plan to re-define the value proposition and pricing. Returned to profitability within one year.
- Regained position as Wal-Mart’s category captain.

BORN – \$120M national IT services firm (2 years)

Chief Marketing Officer responsible for re-shaping the marketing strategy for three primary business lines

- Led several successful initiatives in the turnaround process including corporate re-positioning, new website and collateral design and a comprehensive sales and marketing plan and budget.
- Facilitated branding study.

PROPERTY RESOURCES CORPORATION – OREO division of US Bank

1989 -- 2000

Chief Marketing Officer responsible for all marketing initiatives for several troubled real estate assets.

- Developed the marketing strategy for each business; successfully executed the plans.
- Managed a PR firm for two of the businesses; over 50 national articles written within 12 months.
- Within 6 years, turned 100% of the companies around so they could be profitably sold.

US BANK – \$540B Fortune 500 financial institution

1984 – 1988

Marketing Director, Assistant Vice President who collaborated with a team of multi-disciplinary professionals to divest U.S. Bank of troubled real estate assets. Each property required a complex set of initiatives to “work-out” of the assets.

- Transitioned the division for a successful, independent buy-out within 4 years.
- Managed all marketing initiatives including consumer focus groups, development of brand and positioning, pricing analysis, land negotiations, sales management, media planning and buying and PR to increase revenue for each asset to maximize the portfolio value.

EDUCATION

UNIVERSITY OF MINNESOTA – Carlson School of Management, Master of Business Administration

Emphases: **Marketing and Finance**

Magna Cum Laude

YANKTON COLLEGE, Bachelor of Arts; Major: **Business Administration**