

RUTH GLASER

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FRACTIONAL CMO | STRATEGIC MARKETING LEADER

Creating Innovative Strategies and Focused Execution to Bring Ideas to Life and Deliver Financial Results.

PROFESSIONAL SUMMARY

An entrepreneurial Marketing Executive with strong accomplishments growing business by designing and executing innovative marketing strategies aligned with market opportunities. Expertise in driving traditional and digital marketing, brand, and media strategies to deliver lead generation, targeted sales growth, increased engagement, and customer retention. A critical thinker who quickly grasps complex business challenges and develops creative solutions and execution strategies that exceed business goals. Experience launching new products, entering new markets, and achieving rapid, next-level growth.

SELECT ACCOMPLISHMENTS

- Co-founded and grew **Let's Dish!** to \$6M+ in annual revenue, employing 150+ people with six corporate stores.
- Created a **franchise system** and opened 32 national franchise locations.
- Developed marketing strategy and led teams to execute digital marketing initiatives for 20+ clients in retail, financial services, technology, manufacturing, and non-profit, leading to **client account growth**.
- Developed the go-to-market strategy and grew the target market from **5% to 30%** of the client portfolio.
- Led **digital transformation** and launched first integrated marketing strategy fueling **20+% annual revenue growth**.
- **Co-chaired** committee that contributed to the most successful Ryder Cup in history with over 250K attendees. Hazeltine will be the first American venue to host a second Ryder Cup in 2028.
- Named **"Top 25 Women to Watch"** by Minneapolis/St. Paul Business Journal.

STRENGTHS

Strategic Planning and Execution – Marketing Strategy – Growth Strategy – Go-to-Market Strategy – Business Development – e-Commerce Marketing – Sales Enablement – Innovation – Strategic Partnerships – Digital Marketing – Content Marketing – Client Experience – Customer Journey Mapping – Social Media – Marketing Analytics – ROI – Digital Transformation – Marketing Automation – Building Teams – Team Development – Executive Leadership – EOS

PROFESSIONAL EXPERIENCE

AUTHENTIC BRAND, Minneapolis, MN

Authentic Fractional CMO™

2020 – Present

Provide strategic marketing leadership, build high performing teams, and work with executive leadership to achieve growth goals.

- Developed and executed go-to-market strategy, including new consumer brand launch, resulting in XX% increase in e-Commerce sales.
- Developed product launch process, leading 6 product launches in 6 months, including the current best selling product, which accounts for 18% of total e-Commerce revenue.
- Aligned existing or engaged new agencies, contractors, partners and vendors with marketing strategy to achieve stronger results and increased value for spend.
- Developed and implemented go-to-market strategy for a website development / WebOps organization, aligning inbound and outbound marketing and marketing around clearly differentiated value propositions.

STORYTELLER MEDIA + COMMUNICATIONS, St. Louis Park, MN

Vice President Client Services | Director of Sales & Marketing

2018 - 2020

Award-winning boutique marketing agency known for excellence in content marketing, video, and PR; 15-year track record serving small and medium-sized businesses (SMBs).

EXECUTIVE LEADERSHIP | STRATEGIC PLANNING

- Collaborated with founders to grow vision, strategy, and action plans during a period of **business realignment**.

- Turned around an underperforming marketing services practice using EOS® – The Entrepreneurial Operating System®, Agile marketing methodology, and project management and client communication framework. Delivered measurable client results, improving **client retention to 95%**.
- Built industry **alliances** for research, content collaboration, and increased brand reach/awareness. Collaborated with industry partners on new service models.
- Increased **brand awareness** and established thought leadership by presenting at national conferences and industry events.

GO-TO-MARKET STRATEGY | MARKET DEVELOPMENT | TEAM LEADERSHIP

- Developed **omnichannel** marketing strategies. Led teams to execute digital marketing initiatives including lead generation, content, social media, email marketing, search ads, and analytics for 20+ SMB clients in financial services, technology, retail, manufacturing, healthcare, and non-profit, leading to **client account growth**.
- Designed bundled B2B service offerings with a tiered pricing model and created go-to-market strategy. Grew target market from **5% to 30%** of the client portfolio.
- Created and executed an **integrated marketing** strategy leveraging personas, journey mapping, segmentation and personalization, and analytics. Influenced 100% of net-new annual revenue.
- Created marketing foundation including personas, case studies, webinars, podcasts, conversion offers, advanced content, landing pages, email nurturing campaigns, and lead scoring. **Increased website traffic** by 40% and organic leads by 400%

BUSINESS DEVELOPMENT | SALES MANAGEMENT | CUSTOMER RELATIONSHIP MANAGEMENT

- Developed executive-level client relationships, improved **client retention** to 95%, and grew existing account revenue.
- Built **consultative sales** processes, infrastructure, and sales enablement for the target market.
- Led high-performing sales team to achieve annual **sales growth** goals
- Collaborated with sales to pitch, close, and onboard agency's largest client, worth **\$120K annually**.

HAZELTINE NATIONAL GOLF CLUB, Chaska, MN

Senior Director, Sales & Marketing

2010 – 2018

Internationally renowned golf club and event venue that hosts leading PGA and USGA events, including the 2016 Ryder Cup with 250K attendees.

MARKETING STRATEGY | MARKETING CAMPAIGNS | DIGITAL TRANSFORMATION

- Managed sales and marketing team. Build and led strategy, budget, **program development**, and execution.
- Launched the club's first integrated marketing strategy and growth plan, including brand positioning, digital and content marketing, social media, PR, events, and sales enablement, fueling **20+% annual revenue** growth.
- Championed data-driven, **digital transformation**. Implemented new website/CMS, marketing automation, and CRM, improving the customer experience, increasing leads exponentially, and accelerating sales velocity.
- Developed marketing programs and partnered with agencies to execute **campaigns**. Resulted in 60-100% marketing-contributed pipeline growth.

CLIENT RELATIONSHIP MANAGEMENT | BUSINESS DEVELOPMENT | TEAM LEADERSHIP

- Built corporate **relationships** with US Bank, UnitedHealthcare, Best Buy, and others. Generated \$2M in annual recurring revenue, creating a foundation for record-breaking, multi-million-dollar Ryder Cup sales.
- Developed and led the sales team to consistently **exceed annual sales goals**.
- Managed 300+ international volunteers supporting the most successful Ryder Cup in history with **250K+ attendees**. As a result, Hazeltine will be the first American venue to host a second Ryder Cup.
- Built internal, cross-functional **alliances** to fuel marketing program development and revenue growth across the organization.

LET'S DISH! – Burnsville, MN

Co-Founder and Co-CEO

2003-2008

Retail meal kit stores where customers make multiple family-size meals to take home and serve later. \$6M+ in annual revenue. 32 franchise store locations across the country.

EXECUTIVE LEADERSHIP | STRATEGIC PLANNING

- Created an innovative and disruptive **new business model**, launching a bricks-and-mortar retail meal kit concept and e-commerce website. Currently operating in four Twin Cities locations.
- Raised \$4M in **private equity** and built a national franchise with 32 locations.
- **Led business** to \$6M+ in annual revenue, employing 150 people, operating six corporate locations.
- Opened **32 franchise stores** in Boston, St. Louis, Kansas City, Virginia, Washington, South Carolina, and New Jersey.

PRODUCT INNOVATION | OPERATIONS

- Developed hundreds of innovative **products**.
- Led sourcing and supply chain, identified **distributors** and suppliers. Negotiated agreements and contracts.
- Led team responsible for **e-commerce** website development and technology.
- Oversaw store-level **operations** and franchise start-up training.

BRAND DEVELOPMENT | PUBLIC RELATIONS | INVESTOR RELATIONS

- Developed go-to-market and growth strategy; marketing and **brand** strategy.
- Earned **media** placements in Time, USA Today, Real Simple, Woman's World, and other national media and regularly appeared on local tv and radio – KSTP-TV, WCCO-TV, FOX-9, KARE-11, and Cities-97.
- **Featured speaker** at leading industry conferences, including Restaurant Finance & Development Conference, Elliot Leadership Conference, MN Business Leadership Luncheon.
- Managed **investor relations** and investor communications.
- Named "**Top 25 Women to Watch**" by Minneapolis/St. Paul Business Journal.

OTHER RELATED EXPERIENCE

PROSAR (Now ProPharma Group), St. Paul, MN - **Director, Client Services**

EPICOR, Minneapolis, MN - **Information Manager**

DATA SYSTEMS & MANAGEMENT (Now INFOR), Minneapolis, MN - **Senior Technical Writer**

EDUCATION

UNIVERSITY OF ST. THOMAS, Minneapolis, MN - **MBA Coursework**

UNIVERSITY OF MN, Duluth - **Bachelor of Arts Degree**

HUBSPOT CERTIFICATIONS in Marketing Software, Content Marketing, Inbound, Sales Software, Inbound Sales, Sales Enablement

EOS® – The Entrepreneurial Operating System®, Agile Methodology

COMMUNITY LEADERSHIP

PRIOR LAKE HIGH SCHOOL ROBOTICS TEAM, **Business Mentor**, 2017 - 2019

2016 RYDER CUP, **Co-Chair Hospitality Committee**, 2014 - 2016

SOUTHWEST METRO CHAMBER OF COMMERCE, **Board of Directors**, 2012 - 2017

CITY OF SAVAGE, Parks, Recreation & Natural Resources Commission, **Commissioner**, 2002-2011, **Chair**, 2006 – 2007