



MARKETING & COMMUNICATIONS LEADER AND RELATIONSHIP CULTIVATOR

Catalyst for integrated plans, creative problem solving, people development, collaboration and constant improvement

- Incorporate creativity and strategy to find the best solutions and produce client-focused results.
- Envision the big picture, managing the details efficiently and cost effectively to tie everything together.
- Develop and elevate brands, transcending to every region and aspect of the organization.
- Constantly look for better collaboration, processes, plans and ideas to move an organization forward.
- Build, develop and manage diverse teams and partnerships, both internal and external.
- Leverage technology and its ability to improve, simplify and engage.

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| • Integrated & Global Marketing | • Strategic Planning | • Campaign Management | • Product Marketing |
| • Messaging & Communications | • Partner Management | • Industry Segmentation | • Brand Development |
| • Public & Community Relations | • Program Development | • Print and Digital Design | • B2B and B2B2C |
| • Product and Market Launches | • Public Affairs and Advocacy | • Event & Speaker Management | • International Team Management |

CAREER HIGHLIGHTS

JPMorgan Chase & Co. (2015-Present)

Executive Director, Head of Product Engagement Marketing, Wholesale Payments, Dallas, Texas (2019-present)

- Developed and launched global Wholesale Payments Speakers Bureau increasing opportunities more than 2x in first year to strengthen brand as an innovative, diverse technology company, elevating voices with training, objection handling, messaging and social media.
- Brought together multiple international event teams into one to create a unified, global effort spanning Wholesale Payments.
- Shifted team focus to virtual events and content, building out a global digital platform with On24, virtual booths and social media strategy to amplify content across regions and areas of expertise.
- Co-led development of initial influencer strategy for Merchant Services and part of core team expanding efforts globally and formalizing the program across Wholesale Payments, leading efforts with industry associations and events, including new seats across regions for US Payments Forum, MAG Asia, and FinTech Connect Advisory Board (EMEA).
- Manage regional and cross line of business relationships with events, product and sales teams to drive better speakers, messaging and client-focused content for all audiences and industries.
- Driving diversity and inclusion through speaker efforts, Women in Payments, Wnet and rotational leadership programs.

Vice President, Head of Partner and Event Marketing, Merchant Services, Dallas, Texas (2018-2019)

- Manage events strategy, team and budget, doubling the number of events with 50% budget reduction.
- Created IDEA, new digital and physical vertical interactive experience to showcase solutions to clients and educate teams.
- Build integrated marketing strategy and plan across teams and regions to focus on JPM premier solutions and themes.
- Drive partner marketing and process efficiencies, controls and strategy across seven partner sales teams.
- Developed joint sales materials, partner brand guidelines and powered by Chase co-brand initiative with WePay.
- Developed new vertical round table program and regional events to deepen relationships with top clients and prospects.
- Revamped partner marketing team and program to manage all partner channel efforts under one team.
- Launched new templates for Marketo platform and partner channels, semi-annual report cards, and monthly reporting.

Vice President, Chase Pay Product Marketing Lead, Merchant Services, Dallas, Texas (2015-2018)

- Led product marketing launch and sales enablement for launch of Chase Pay as each channel and segment rolled out.
- Developed chasepay.com merchant site and all Chase Pay demos in collaboration with Card marketing team.
- Led development of all merchant facing Chase Pay marketing and sales materials.
- Created the Chase Pay North Star vision, including partnering with product to prioritize features and functionality.



JVL Ventures, LLC dba Softcard (formerly Isis Mobile Wallet, owned by AT&T, T-Mobile and Verizon) (2011-2015)

Marketing Director, Merchant Partnerships, Dallas, Texas (2014-2015)

- Led merchant co-marketing initiatives and consumer co-marketing campaigns to promote their acceptance of Softcard and special offers including partners such as Coke, Subway, McDonald's, Jamba Juice and Chicago Transit Authority.
- Managed rebranding from Isis to Softcard with merchants for accelerated company name change, including working with technology and sales teams to complete rebrand with all partners in 10 weeks including 175,000 retail locations.
- Developed Partner Brand Guidelines for Softcard rebranding efforts
- Winner of CEO's Platinum Star Award (2013) and 24 Peer Awards: 4 Gold, 3 Silver, 17 Bronze (2013, 2014).

Market Development Manager, Austin, Texas (2011-2014)

- Led market PR and product launch team and efforts in Austin as pilot city for Softcard / Isis Mobile Wallet.
- Led business development, co-marketing and account management for more than 300 local merchants and partners.
- Provided market intelligence, insight and analysis for pilot market efforts to improve product and strategy.
- Managed B2B and B2C market events for education, awareness and activation for consumers and partners
- Managed regional team providing merchant implementation, field testing, merchandising, events and marketing efforts.
- Supported national merchant sales and account management efforts including executive market tours, launch and training events, and testing for partners including Chase, Capital One, Subway and McDonald's and leadership teams.

BestFit Mobile, Austin, Texas (2009-2010)

Chief Marketing Officer

- Established and launched initial core brand, culture, pricing, processes and organizational structure for company including employee dissemination, job and department descriptions and inter-departmental processes.
- Developed, implemented and managed all marketing strategy, planning and content development.
- Led marketing and client success teams to ensure company growth through expanded ad networks and client retention.
- Identified and analyzed trends, demographics and competition; to develop strategies to increase sales and market share.
- Facilitated new business relationships and prospected potential investors for initial \$300,000-\$500,000 funding round.
- Launched publishers and advertisers live on BestFit Media advertising network including testing and quality control.

Austin Chamber of Commerce, Austin, Texas (2006-2009)

Senior Vice President of Communications (2007-2009)

- Engaged media on a local and national level to develop stories and promote the Chamber, Austin and the business community including interviews, pitching stories, talking points for business leaders and more than 70 news releases annually.
- Developed marketing strategies with government agencies and universities for targeted industries including International Corporate Headquarters, BioTech, Clean Energy, Technology & Media, and Data Centers.
- Led PR efforts for company relocations and expansions including Samsung, PayPal, Blizzard Entertainment, AMD and more.
- Developed AustinHumanCapital.com and digital marketing campaign to target global C-level technology talent to Austin resulting in a jump from 3,000 to 300,000 hits in one week.
- Oversaw Chamber's ongoing development and content management for ten web sites including addition of video, advertising, dynamic content, RSS news feeds and social media.
- Collaborated with business community leaders on marketing strategies for Austin Chamber, Opportunity Austin and special initiatives such as Keep Austin's Word, Support Austin Teachers, Take on Traffic, and other PACs and partner campaigns.
- Developed volunteer committees to engage members and increase promotion, attendance and awareness of the Chamber and its global initiatives to attract new business and talent to the region, increasing volunteer participation by 100 percent.
- Created Austin Chamber Brain Party with AusTech Alliance, cultivating a successful partnership with IEEE which led to the Brain Party being selected as one of eight global celebrations for IEEE's 125th Anniversary in 2009.
- Managed multi-million dollar budget, revenue and operations for online and lobby store, Chamber publications and websites.

Vice President of Public Relations (2006-2007)

- Initiated and managed rebrand for Austin Chamber to unify Chamber and its subsidiaries to one brand from seven.
- Created story budget and managed writing, editing and reviewing for 10 different electronic and printed newsletters.
- Managed all press releases for the Chamber, Opportunity Austin and the Central Texas Angel Network.
- Developed new Tech Bytes from the Human Capital, an electronic newsletter geared specifically to the tech industry.



City of Luling/ Luling Economic Development Corporation, Luling, Texas (2002-2006)

Main Street Manager

- Organized and managed Luling Main Street, Inc., including creation of 501(c)3 non-profit for economic revitalization.
- Completed and won grant proposals for of City of Luling, Luling Main Street, Luling Oil Museum, and the Zedler Mill Project.
- Assisted business owners with business plans, expansions, financing options, marketing, design, events and promotion.
- Worked with government agencies on city issues including passage of local calling with AT&T, PUC, FCC and State House.
- Led downtown projects such as sidewalk renovations, street enhancements, beautification and safety issues.
- Managed marketing, PR and downtown events bringing more than 300,000 tourists annually to City of Luling.

National Instruments, Austin Texas (1991-1993, 1996-2001)

Events Manager (2000-2001)

- Managed 50+ industry trade shows a year with an annual budget of one million including staffing, demos, training and logistics.
- Coordinated NIWeek, National Instruments annual users conference held in Austin (1,500+ global customers; 2,500 employees; \$1M budget) from conference program to logistics.
- Produced quarterly company meetings including logistics, script, A/V coordination and after parties for 3,500 employees.
- National Instruments Marketing Excellence Awards (9/99, 10/00, 4/01).

Graphic Designer (1996-2000) (full time on-site contractor through Capital Spectrum, Inc. and sole proprietorship)

- Designed and produced marketing and advertising collateral for NIWeek and trade show booth template design to be integrated across industry sectors for both large and small booth sizes, regionalized for 35 international branches.
- Led regionalization of marketing content for NI France, NI Spain and NI Mexico.

International Marketing Communications and Public Relations Intern (1991-1993)

- Built media kits, developed communications for international branches and supported PR and MarCom teams.

AMNEX, Inc. (formerly Capital Network Systems, Inc.) Austin, Texas

Marketing Coordinator (1994-1996)

- Ensured company brands and messaging throughout subsidiaries, international offices, and two company mergers.
- Managed international PR, events, community relations, ad placement, advertising, marketing, design and publications.

EDUCATION AND SKILLS

- University of Texas at Austin, Bachelor of Arts, 1994, (BA in Art/Graphic Design); Courses in Speech Communications, 1996
- **PMP Certification:** License # 1739012 (2014-2017)
- **Software Proficiency:** Adobe Creative Suite; On24 platform, Microsoft Office, Content and Relationship management systems, Salesforce, and virtual conference platforms

PROFESSIONAL AND VOLUNTEER ASSOCIATIONS

- Women in Payments, member (2020-present)
- Carry the Load, Dallas JPM Team member (2019)
- Metropolitan Breakfast Club Board of Directors
 - ❖ Public Relations Chair (2011-2012)
 - ❖ Speakers Committee (2010-2011)
- Goodwill Industries, Ghoulwill Ball Committee (2009-2010)
- Texas Downtown Association Board (2004-2006)
 - ❖ Newsletter Chair, Leadership Certification Program Co-Chair (2006)
 - ❖ Annual Conference Co-Chair (2004-2005), Committee (2003)
- American Cancer Society Luling Relay for Life, Chair (2006)
- Zedler Mill Project Steering Committee (2004-2006)
 - ❖ Fundraising Chair
- Luling Area Chamber of Commerce Board (2002-2005)
 - ❖ Communications Committee Chair (2004)
 - ❖ Marketing Committee Chair (2003)
- Meals on Wheels Volunteer (2002-2007)
- Caldwell County Development Corp. Board (2005-2006)
- Luling Kiwanis Club, President (2005-2006)
 - ❖ Vice-President (2004-2005)
 - ❖ Kiwanian of the Year (2005)
- Central Texas Oil Museum Board, Secretary (2004)
- Rotary Group Study Exchange, Sweden (2004)

