

CHIEF MARKETING OFFICER | BRAND + DIGITAL + LEADERSHIP

Leader who drives customer attraction, retention, and growth through effective recruiting and leadership of diverse teams, creative marketing strategies including both brand and demand, and intelligent allocation of marketing resources.

- Award-winning Marketing Executive with extensive experience building and growing platforms that deliver sustained competitive advantage.
- Proven ability to develop efficient strategies, simplify processes, and manage talent effectively to improve marketing capabilities and results.
- Collaborative leader skilled at finding ways to achieve consensus and progress with executive peers, board directors, and business unit heads.
- Continuous learner with proven ability to drive impact in multiple industries (real estate, banking, CPG, beverages, media, technology), and across many company sizes from Series C startups to Fortune 500.

Kevin has been a leader and innovator in the digital space for years! He has been at the forefront of every new digital trend and has done an amazing job pushing large, established brands towards embracing a digital future.

It is truly rare to find someone who combines the startup mindset with the long-range planning abilities to succeed in moving a big company in the right direction.

Russell Fradin
Chairman, Carbon Health

EXPERIENCE

AUGUST 2021 - PRESENT

DOOHAN GROUP

President

Doohan Group is Kevin's consulting company. Project types: brand development, mentoring new or aspiring CMOs, fractional CMO, interim CMO, and consulting on: GTM approach, team structure, and marketing operations.

Selected engagements:

- Interim Chief Marketing Officer - Side (Venture Series D real estate startup) - August 2021 to April 2022
- Executive Marketing Advisor - mentoring recently promoted CMO at Confidential Client - Ongoing

JANUARY 2014 - APRIL 2021

XPERI (MERGED WITH TIVO)

Executive Vice President, Chief Marketing Officer

Xperi was a Nasdaq traded technology product and IP licensing company. The company is home to B2B2C brands: DTS, HD Radio, IMAX Enhanced, and TiVo. Xperi had 1,900 employees who generated \$892mm in revenue in 2021.

Kevin was the top marketing executive at Xperi, leading all marketing and PR while reporting to the CEO during his seven-year tenure. In addition to marketing responsibilities, Kevin was a member of the company's nine-person Executive Committee which set short and long-term company strategy, priorities, and plans. Kevin led a team of 45 marketing and PR professionals, multiple agencies, and managed a \$15m marketing budget in 2021.

Selected accomplishments:

- **Contributed to significant company growth** - Xperi increased revenue 320% (\$279mm to \$892mm) during Kevin's tenure as CMO. The company grew from 400 to 1900 employees and the marketing team grew from 9 to 45.
- **Drove DTS Headphone:X to #1 in gaming headsets** - Led cross-functional teams to design and execute CE product creation and launch. DTS Headphone:X defined the category. We focused early on the gaming vertical, won contracts with every leading brand, and made DTS Headphone:X the #1 immersive audio technology in gaming headsets.

XPERI

Executive Vice President, Chief Marketing Officer

Selected accomplishments continued:

- **Successfully launched DTS:X** - DTS:X was Xperi's next-level immersive audio codec. The future of the company depended on a successful launch. Kevin's team developed complex marketing and communications strategies that slowed the competition's progress, successfully defended existing revenue, and set the stage for future growth.
- **Shifted customer marketing strategy from rebates (discounts) to co-promotions (incremental sales)** - Xperi was paying customers rebates and calling it customer marketing when it was really discounts in disguise. Kevin created a cross-functional team to analyze the situation and come up with something better. The team converted 100% of rebate customers to the partnership program Improving product sales and customer retention.
- **Transformed PR function** from old-school "PR megaphone style" broadcast mode to "communications creation and distribution" approach. Drove significant improvements in trade and mainstream media coverage.
- **Led corporate and product rebranding Initiatives** which enabled improved shareholder and customer understanding of Xperi's business. Rebranded company from DTS to Xperi following 2016 acquisition. Rebranded Fotonation to DTS expanding DTS' product line and creating cross-sell opportunities. Developed and launched IMAX Enhanced brand in collaboration with IMAX securing Xperi revenue and creating new revenue stream for IMAX.

I've worked for Kevin twice. He hired me straight out of college at Red Bull and we reunited from 2017-2021 at Xperi.

Kevin listens to his direct reports, tests their logic and then helps shape plans into successful marketing campaigns. He is the kind of leader that trusts his team, supports their goals and helps grow their talents.

Kevin has been a huge part of my story and is an incredible leader.

Sam Keene
Marketing Executive - Stealth Project

JANUARY 2012 - JANUARY 2014

MACHINIMA (ACQUIRED BY WARNER BROTHERS)

Executive Vice President, Marketing

The years I spent working for Kevin were some of the most formative of my career.

Kevin's guidance, commitment to leadership, and his brilliance as a modern marketer helped me learn and set the foundation for my success today.

In a marketing environment that is constantly changing, Kevin adapts strategy and plans as needed while maintaining a steady, strong vision.

I would welcome the opportunity to work with Kevin again. He leads with kindness and respect and is an irreplaceable asset for executive and marketing teams.

Rachel Romero
SVP, Marketing - Critical Role

Kevin's team grew Machinima to become the #1 most viewed individual channel and multi-channel network on YouTube. Machinima focused on serving the "millennial fanboy" audience creating, publishing, and promoting gaming, sci-fi, comics, and fantasy content. Machinima was the leader in gaming content and across multiple sub-categories.

Kevin was recruited to Machinima to create the brand marketing function and combine it with PR, product marketing, and audience development into one group that drove awareness and action across Machinima's media properties. Kevin led a team of 12 employees, multiple agencies, and oversaw a \$5m budget. He reported to the CEO and was a member of the executive leadership team.

Selected accomplishments:

- **Drove significant subscriber growth from 5mm to 12mm** Machinima was a top YouTube channel when Kevin left with 12mm subscribers total and 50mm views driven in January 2014.
- **Established Machinima as a "must have" media and event platform for advertisers who wanted to reach young male audience.** Led research that identified and defined Machinima's "millennial fanboy" viewer audience. Led strategy and production of Machinima's successful, first-ever Newfronts presentation in 2013 setting the stage for record-breaking 2014 direct revenue and an \$18m investment round led by Warner Brothers in March 2014.

SEPTEMBER 2008 - JANUARY 2012

RED BULL (RED BULL ENERGY DRINK & RED BULL MEDIA HOUSE)

Head of Digital Marketing

Red Bull is a privately held beverage and media company headquartered in Salzburg, Austria. The company's digital efforts were fragmented and inefficient when Kevin was hired. His hiring mandate was to bring order to Red Bull's digital marketing strategy, build the team, and drive innovation + impact across countries and regions.

Kevin's team was responsible for websites and social media (global) plus paid media (North America). Kevin reported to the CMO of North America and had a dotted line to the President of Red Bull Media House in Salzburg. Kevin led a team of 35 marketers, multiple agencies, and managed a \$50mm budget.

Selected accomplishments:

- **Masterminded Red Bull's gaming/e-sports strategy** and created programs that linked Red Bull with players, publishers, and opinion leaders; managed sponsorships and activation. Gaming programs drove incremental displays and sales for Red Bull Energy Drink. Transformed gaming from zero-impact program to a leading community with huge visibility and global priority.
- **Drove growth on Facebook from 300K fans in December 2008 to over 28.3mm in Jun 2012**; Red Bull twitter accounts increased from 2.5k to more than 800k followers between Mar 2009 and Jun 2012; Engagement and growth across channels consistently beat competitive and internal benchmarks. Red Bull's digital marketing team was subjectively and objectively the best in the world.
- **Built Red Bull global content management and publishing system.** Reduced number of Red Bull websites worldwide from over 900 to 50. Brought structure and order to Red Bull's owned properties and drove impact. Created international leadership group: "D6 (USA, Japan, Australia, France, Germany, UK)", that brought together digital leads to set strategy and policy and to collaborate on global campaigns.

I had the pleasure of working for Kevin on the Red Bull digital marketing team. Kevin was an extremely supportive manager constantly encouraging us to try new, innovative, creative ideas.

He fully trusted and empowered his team -- at the same time, his door was always open to lend support and help find solutions.

He was extremely tuned in and resourceful, always knowing the best agency partner, technology company or unique startup...

Micha Mueller
VP, Advertising - Red Bull

JANUARY 2004 - SEPTEMBER 2008

CONAGRA BRANDS

Director, Digital Marketing

Conagra Brands is a Fortune 500 consumer packaged goods company headquartered in Chicago, IL. Kevin was recruited to Conagra to establish the digital marketing team and to drive adoption of digital strategies across the company.

Kevin reported to the Chief Marketing Officer of Conagra Brands. He oversaw digital marketing across all Conagra brands and divisions. He led a team of 8 digital marketers, multiple agencies, and planned/managed a \$35m budget.

Selected accomplishments:

- Developed digital marketing brand and cross-brand strategy for all of ConAgra Foods' brands. **Created Conagra's multi-brand digital platforms driven by 1st party data:** "Simple and Delicious" and "Start Making Choices".
- **Conceived and sponsored innovative "Gold Consumer" research** that connected consumer behaviors online and offline with enterprise value. Evolved brand marketing toward customized, consumer activity-based approach. **Drove email subscriber base growth from > 1m in 2004 to more than 9m subscribers as of Nov 2008.**
- Defined performance reports for brand marketers, operating group senior leaders, and CAG executive team. **E-newsletter programs drove 28-40% sales volume increases among active subscribers.** Compelling strategy and execution drove significant growth in digital percentage of brand media spend from <5% to >20%.

EDUCATION

NORTHEASTERN UNIVERSITY

D'AMORE-MCKIM SCHOOL OF BUSINESS
BOSTON, MASSACHUSETTS

Master of Business Administration
Marketing

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

SAUNDERS COLLEGE OF BUSINESS
ROCHESTER, NEW YORK

Bachelor of Science
Graphic Arts & Marketing

MIT

SLOAN SCHOOL OF BUSINESS
CAMBRIDGE, MASSACHUSETTS

Blockchain Technologies: Business Innovation and
Application (2022 Certificate)

UNIVERSITY OF COLORADO

BOULDER, COLORADO

Certified Inclusive Leader (2021)
Diversity, Equity & Inclusion Certification

SECTION 4

Certified Platform Strategist (2021)
Certified Brand Strategist (2021)

THE TRADE DESK EDGE ACADEMY

Executive Program (2022)
Data Driven Planning (2021)
Marketing Foundations (2021)

AWARDS AND AFFILIATIONS

CARDEN CONEJO SCHOOL - BOARD OF TRUSTEES

*Private, non-denominational, preschool & elementary school
practicing the Carden Method to teach academics & character.*

- Board Secretary and founding member of nine-person board of trustees responsible for school strategic planning and management oversight.

THE CMO CLUB

"The world's most engaged community of innovative CMOs."

- Co-President, Los Angeles Chapter 2019-present
- 2020 CMO Transformation Award winner

XLN EXECUTIVE FORUM

"Helping companies develop great leaders."

Active Forum Member 2018-2021

PTTOW

Invite-only community of most innovative CEOs and CMOs.

Active Member 2015-present

DUAL CITIZEN OF USA AND IRELAND

Authorized to work In the United States of America and all of the European Union.