

MARKETING EXECUTIVE | LEADERSHIP + BRAND + GROWTH

SUMMARY

I leverage unique expertise in B2C and B2B marketing, executive leadership, and mental performance coaching to develop effective strategies leading teams to consistent, repeatable success and companies to growth.

AUGUST 2021 - PRESENT

DOOHAN GROUP

OAK PARK, CALIFORNIA

Interim/Fractional Chief Marketing Officer and Executive Advisor

Independent consultancy. Engagements: interim CMO, fractional CMO, mentoring/advising new and aspiring CMOs, branding, corporate and product positioning, team structure, GTM design. Selected engagements below:

- **Fractional CMO at B2B healthcare tech startup** (seed stage, Jan-Jul 2023) - Created program achieving 10x growth in ideal customer meetings. Developed brand positioning and content strategy with Founder and CEO.
- **Interim CMO at B2B2C real estate startup** (series D, Aug 2021-Apr 2022) - Evaluated and replaced demand gen director. Redefined success metric from MQLs to quality meetings. Achieved multiple high-profile PR wins.
- **Executive mentoring** - (C-level clients, ongoing) Share marketing leadership experience and mental performance coaching to help marketing leaders succeed in SVP, EVP, and C-Level roles.

JANUARY 2014 - APRIL 2021

XPERI

CALABASAS, CALIFORNIA

Executive Vice President, Chief Marketing Officer

Xperi is a NYSE traded technology company whose brands include: DTS audio, HD Radio, IMAX Enhanced, and TiVo. I reported to the CEO and was a member of the nine-person executive committee for seven years.

- **Led organic and M&A powered growth** - Developed successful strategies for organic growth and successfully led teams through multiple large M&A transactions. We achieved every transaction cost savings target and company revenue increased 3.2x from \$279mm to \$892mm.
- **Launched and led DTS Headphone:X to #1 immersive audio technology in gaming headsets** - Won contracts with every leading gaming headset brand. Created B2B2C programs making DTS the #1 immersive audio in gaming headsets as measured by number of SKUs offering the technology and by number of immersive audio headsets sold.
- **Successfully established new DTS:X codec, fending off competitive attack** - Developed complex marketing strategies that slowed competitor Dolby's progress, protected existing DTS-HD licensing revenue, and set the stage for multiple new DTS:X opportunities. Successfully pivoted approach multiple times to achieve market acceptance and create platform for growth.
- **Shifted customer marketing strategy from discounts to co-marketing** - Selected and led a cross-functional team to analyze customer marketing and improve it. Xperi was paying customers rebates but not driving incremental sales. My team designed a program that mandated quarterly Xperi-customer meetings and connected payouts to increased customer marketing activity. We converted 100% of rebate customers to the new co-promotions partner program.
- **Led a global team** - I managed direct reports in UK, Ireland, Romania, Japan, South Korea, China, Taiwan, and the United States. Kept the distributed team united, focused, and Inspired across cultures and timezones.

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 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
VP & GM - Juvvee Energy Drink

JANUARY 2012 - JANUARY 2014

MACHINIMA

WEST HOLLYWOOD, CALIFORNIA

Executive Vice President, Marketing

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.

Rachel Romero
SVP, Marketing - Critical Role

Recruited away from Red Bull to become Machinima's first marketing executive. Consolidated marketing activities that were scattered across the company into a single, cohesive group that drove audience and revenue growth. Reported to the CEO, led 12 direct reports, and managed \$8mm budget.

Developed strategies and plans that made Machinima the most-viewed individual channel and creator network on YouTube. We focused on developing and acquiring the best gaming, sci-fi, humor, comics, and fantasy content.

- **Drove 140% growth from 5mm to 12mm subscribers** Machinima was the top YouTube network in January 2014 with 12mm subscribers and 50mm views.
- **Established Machinima as a "must have" media and event platform for advertisers who wanted to reach young males.** Led research that defined "millennial fanboy" audience. Led strategy and production of Machinima's first-ever Newfronts presentation in 2013 setting the stage for record-breaking 2014 revenue and an \$18mm investment round led by Warner Brothers in March 2014.

SEPTEMBER 2008 - JANUARY 2012

RED BULL ENERGY DRINK AND RED BULL MEDIA HOUSE

SANTA MONICA, CALIFORNIA

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 I was hired. My mission was to bring order to Red Bull's digital marketing strategy, recruit and lead the digital team, and drive global impact working with country and regional leads.

Responsible for websites and social media worldwide and for paid media in the Americas. Reported to the CMO, led a team of 20 marketers and multiple agencies, and managed a \$40mm budget.

- **Resurrected Red Bull's gaming/e-sports program** Led team to create programs that linked Red Bull with top players, publishers, and opinion leaders; managed sponsorships and activation. Gaming programs drove double digit sales increase for Red Bull Energy Drink. Transformed gaming from zero-impact program to a leading fan community and corporate global priority.
- **Drove growth on Facebook from 300m fans in December 2008 to 28.3mm in June 2012;** Red Bull twitter accounts increased from 2.5m to more than 800m followers between Mar 2009 and Jun 2012; Engagement and growth across platforms consistently set global brand marketing benchmarks. The Red Bull digital marketing team I recruited and led was objectively the best in the world.
- **Reduced number of Red Bull websites worldwide from over 900 to 50.** Oversaw rebuild of Red Bull global content management and publishing system. Restructured Red Bull owned websites. Created international leadership group: "D6" (USA & Austria, Japan, Australia, France, Germany, UK), bringing 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

ADDITIONAL EXPERIENCE

Director, Digital Marketing - Conagra Brands [NYSE: CAG] (2004-2008)

First-ever digital marketing leader at Conagra. Led centralized, matrixed digital marketing team serving all Conagra brands. Built two multi-brand D2C platforms that attracted over 9mm email subscribers.

Director, Marketing - Digital Insight [acquired by Intuit] (2001-2004)

Led all marketing for the #1 online banking and bill payment SaaS platform in the United States. Established first in the industry B2B2C programs driving platform revenue. Revenue growth from programs led to acquisition by Intuit in 2006.

EDUCATION AND CERTIFICATIONS

NORTHEASTERN UNIVERSITY

D'AMORE-MCKIM SCHOOL OF BUSINESS
BOSTON, MASSACHUSETTS

Master of Business Administration
Marketing

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

COLLEGE OF ART AND DESIGN
ROCHESTER, NEW YORK

Bachelor of Science
Graphic Arts & Marketing

MIT

SLOAN SCHOOL OF BUSINESS, EXECUTIVE EDUCATION
CAMBRIDGE, MASSACHUSETTS

Blockchain Technologies: Business Innovation and
Application Certificate (2022)

BRIAN CAIN PEAK PERFORMANCE

Mental Performance Master Certification (2023)
mindset coach training program

THE TRADE DESK EDGE ACADEMY

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

SECTION

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

PROFESSIONAL AFFILIATIONS

CARDEN CONEJO SCHOOL

BOARD DIRECTOR & SECRETARY

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

- Board Secretary (2022-present)
- Founding member of Board of Directors responsible for strategic planning and management oversight.

THE CMO CLUB

PRESIDENT, LOS ANGELES CHAPTER

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

- President, Los Angeles Chapter (2019-2023)
- CMO Transformation Award winner (2020)
- Member (2014-2023)

PTTOW

Invite-only community of most innovative CEOs and CMOs.

Active Member 2015-present

DUAL CITIZENSHIP: USA AND IRELAND

Authorized to work In the United States of America, Ireland, and throughout the European Union.

XLN EXECUTIVE FORUM

"Helping companies develop great leaders."

Active Forum Member 2018-2021