

Charles R. Moxley
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EXECUTIVE MANAGEMENT: Senior Director, VP
Marketing • Strategy • Product Marketing • Branding • Partnerships

Complement of expertise in rapid-growth leadership, brand development and Web / Interactive / e-Marketing. A history of anticipating and leveraging trends for competitive advantage. Multi-industry experience and Rolodex. Skilled in rapid market development – taking companies to “the next level.” Strong business acumen: sales, marketing, advertising, cost management, and team building. Seeking senior marketing role in dynamic, growth company.

Brand Development	Direct / Integrated Marketing	Advertising / PR
Product Marketing / Strategy	Partnership Development	Traditional & E-Marketing
Corporate / Product Branding	Product / Brand Launches	SEO / PPC / EMail Marketing
Start-Up Operations	Business Planning	Budget Management / P&L

Professional Experience:

VARSITY GOLD. Gilbert, AZ

2006 – 2009

Vice President, Marketing

Built product and brand marketing teams from scratch, enabling company to maintain dominant lead in highly competitive fundraising market and grow to \$50-million in sales profitably while competitors struggled.

- Re-launched cookie dough product, which had been adopted by only 20% of sales force, increasing units sold 3x in two years – making company #1 in cookie dough fundraising sales nationally.
- Built disciplined product development and piloting process – lead to successful launch of first revamp of flagship product in ten years, growing profit per group 46% and creating substantial barriers for competitors.
- Negotiated and launched several exclusive, unique, high-margin products by partnering with venerable brands including Omaha Steaks, Time Inc. and Restaurants.com.
- Revamped and standardized brand and promotional messaging across all divisions, developing dozens of effective campaigns and programs supporting nationwide field sales force of 240 reps.

THE PROPEL GROUP. San Ramon, CA

2004 – 2006

Vice President, Chief Marketing Strategist

Provided business development and developed marketing programs to SMB market: up to \$30 million in sales. Industry focus: Education, Office Interior, Sports Membership Programs and Home Improvement.

- Helped grow sales 300% in less than two years.
- Took marketing practices previously proven with much larger clients and modified them – creating customized business solutions for smaller businesses.
- **Select Client Projects:**
 - Home Improvement Company. Overcame the challenge of taking this service to the next level. Developed a customized selling model, advertising strategy and analytics framework. Result: reduced cost per sale 12% while increasing annual revenues 2.5x.
 - Golf Discount Membership Marketer. Conducted market research, repositioned brand, overhauled e-commerce site, and developed effective channel marketing programs. Result: doubled profit per sale, slashed customer service incidents by 95%, achieved partner close rate of 79%.

CLEANERCONTACTS. San Ramon, CA

2002 – 2004

Vice President, Marketing, Co-Founder

Envisioned and helped build this B2B direct mail marketing service. Developed partnerships: mail operations outsourcers, industry trade associations and the USPS.

- Pioneered the business programs and processes, which became corporate standards.
- Built the direct marketing industry’s first and only database of undeliverable corporate/business contacts.
- Developed new online solution for getting database information from companies with incompatible HR systems.
- Resourcefully overcame the hurdle of gaining trust from large companies, securing 97 Fortune 500 clients in most major industries, plus 161 colleges/universities.

Charles R. Moxley, continued

SIMPATA. Folsom, CA 1999 – 2002

Vice President, Marketing

Rapidly built an industry-leading brand position for this hosted application provider for HR/Benefit Admin.

Reports: 9, P&L of \$10 million.

- Developed comprehensive demand generation program that produced 4000+ leads in first year with a 29% conversion rate.
- Acquired 300 accounts in 12 months – the fastest growing company within our industry.
- Involved in initial capitalization of the company, including VC and all rounds of funding.

BLAIRLAKE NEW MEDIA. Kansas City, MO 1998 – 1999

Executive Vice President

Provided leadership key to the rapid growth and turnaround of this NYC-based interactive marketing agency.

- Overhauled most programs and processes, streamlining efficiencies, reducing costs.
- Clients included: ***Lee Jeans, Sprint, HealthNet, and Johns Hopkins School of Medicine.***
- Prepared company for its successful sale to *CompuWare* at 6X+ sales revenues.
- Created product offering strategy that redirected agency's client focus toward more complex projects – increased average billings on new clients by 3x.
- Tenure underscored unique ability to quickly turnaround underperforming sales and operations.

BARKLEY, EVERGREEN & PARTNERS. Kansas City, MO 1994 – 1998

Senior Vice President

Strengthened skills in the art/science of leadership and promoting a positive work culture – getting groups to work in synergy and encouraging open communications. P&L responsibility of \$40 million.

- Clients included: ***Sears, Cellular One, Cingular, CITGO, Lee Jeans, Whitehall Jewelers and Health Midwest.***
- Began tenure with the company at \$100 million per annum @ 100 employees; at departure, company was \$300 million @ 300 employees.
- Created, helped launch and manage Lee National Denim Day for Lee Jeans. This program has raised over \$75 million for breast cancer awareness and research – and solidified Lee's lead position in the female market.
- Provided a key role in garnering over \$100 million in new agency billings.
- Built new division focusing on direct and e-marketing; generated \$1 million in fees, with billings of approximately \$5 million within the first 12 months.

Previous Professional Experience: 1985 – 1994

NUCIFORA CONSULTING GROUP. Atlanta, GA (1991 – 1994)

Vice President

A marketing consulting firm. Strengthened skills in business consulting, needs analysis and quickly garnering customer trust. Clients included: ***Turner Broadcasting, Chick-fil-A and Atlanta Symphony Orchestra.***

EARLE PALMER BROWN ADVERTISING. Atlanta, GA (1989 – 1991)

Account Executive

First agency experience. Landed the NDC account as a consultant – then hired as account executive. Core services: direct marketing, advertising, and sales programs. Clients included: ***Scientific-Atlanta, Michigan Bulb.***

NATIONAL DATA CORPORATION. Atlanta, GA (1985 – 1989)

Product Marketing Manager

Rapidly promoted from Implementation Manager – Hospital Healthcare Software Division, to Product Marketing Manager – Teleservices Division, to Marketing Manager, Retail Healthcare Software Division.

Education: Montgomery College. Germantown, MD Business Management and Marketing.

Interests: travel, music, fitness.