

KRISTIN HERRING

214-673-6364 • kh@kristinherring.com

SUMMARY OF QUALIFICATIONS

- Thirty+ years of experience in agile marketing strategy and leadership
- Game-changing brand & culture development
- Led creation of product launches, event and sales support systems
- Manage digital marketing efforts to generate lead and sales opportunities
- PR program strategy development and implementation
- Develop tracking and reporting systems to provide analysis of campaign effectiveness

PROFESSIONAL EXPERIENCE

KH Marketing Services, *Chief Marketing Strategist* (2007 – present)

- Provide marketing strategy, business development, and public relations services primarily in the technology sector. Work on a retainer basis as a fractional marketing leader as part of a team, plan new product launches, tradeshow, and digital marketing sales initiatives.

defi SOLUTIONS, *VP Marketing* (2019 – 2020); *CMO* (2017 – 2019); *Director of Marketing* (2013 – 2017)

- Developed brand strategy for a new company launching SaaS-based technology to the auto finance industry accustomed to dated, legacy software systems.
- Created strong awareness and brand recognition resulting in rapid growth and subsequent \$55 million investment from Bain Capital Ventures in January of 2018 and eventual valuation of greater than \$100 million along with merger with industry leader, Sagent/Fiserv.
- Directed all marketing, public relations, and culture programs for the company and manage a team of 6 marketing professionals.

CoreXchange/ColoUnlimited, *VP Marketing* (2008 – 2013)

- Instrumental in the implementation of the colocation industry's first online ordering of bundled colocation solutions. Zayo's ZColo division acquired 18k sq ft as well as ColoUnlimited's real-time, online sales ordering of colocation services. Led all sales support, customer communication, product launches and promotions, website development, blog, social media management, and public relations.

Earth Biofuels, *VP Marketing and Public Relations* (2006 – 2008)

- Planned and directed marketing and public relations for BioWillie® Premium Biodiesel, Earth LNG, Willie's Place at Carl's Corner, and other subsidiaries and business ventures. Managed customer relations, branding, events, and sales support.

The Planet Internet Services, *Director of Marketing* (2004 – 2006)

- Generated brand awareness and growth prior to a merge with EV1 Servers/Everyone's Internet. The company eventually merged with Soft Layer and was then purchased by IBM.
- Created marketing programs for the company's four industry-leading hosting brands. Responsibilities included advertising, website, product launches, sales promotions, public relations, trade shows, collateral, employee events, and corporate fundraising.

Blanchard Schaefer Advertising & PR, *Account Supervisor* (2001 – 2004)

- Palm Beach Tan – Developed brand strategy for the largest tanning franchise. Launched seasonal campaigns and created a franchise program for national expansion.

KRISTIN HERRING

214-673-6364 • kh@kristinherring.com

- Fortegra – Created a new brand identity for a technical consulting company within the energy industry. The planned rollout of new corporate identity at the corporate-wide meeting and the industry's largest trade show and publications.

Square One Advertising, *Account Supervisor, Miller Brewing Co. (2000 – 2001)*

- Managed a campaign strategy and a production budget of \$2 million for Icehouse. The campaign targeted the Southeast region utilizing TV, radio, outdoor, internet, toll-free number, and on-premise promotion.
- Represented Square One with two other Miller agencies to develop grassroots High Impact Marketing campaign. Developed and sold the concept to brand team and Miller distributors, hired and trained regional teams, managed an \$800,000 budget, and established a campaign tracking system.

Ackerman McQueen Advertising, *Account Executive, Six Flags (1998 – 2000)*

- Responsible for \$12 million media budget and \$1.2 million production budget for Six Flags theme parks in New York, Ohio, and Kentucky.
- Managed \$8 million campaign to introduce Six Flags Ohio. A local Cleveland park was transitioned to carry the Six Flags brand with \$40 million in new capital including four mega-coasters, an interactive children's area, and numerous other park improvements. The campaign involved TV, Radio, Print, OOH, Media and Public Relations, Website and Internet/e-mail promotions.

Sprint PCS, *Advertising and Public Relations Manager (1996 – 1998)*

- Planned Sprint PCS launch of digital mobile phone service in Oklahoma City, and Little Rock, Arkansas. Managed local marketing efforts for three Sprint PCS retail centers, twenty business-to-business sales representatives, and more than 100 third party retail locations.
- Negotiated and leveraged sponsorships ranging from \$5000 to \$20,000 per institution to create grassroots promotions and sampling events. Developed SWAT team promotions, direct mail, giveaways, trade shows, collateral, and POS for retail, B-to-B sales, and third party locations.

DataTimes, *Marketing Manager (1994 – 1996); Senior Account Executive (1989 – 1993)*

- Directed advertising agency in planning and implementing the advertising campaign to launch the company's newly developed online information retrieval service. Managed a \$750,000 budget to execute a B-to-B campaign including national print, direct mail, packaging, user materials, sales support materials, trade shows, media announcements, and public relations events.
- Developed a vertical marketing sales program through association events, sales support materials, and seminars. Managed seven national trade shows and numerous local events.
- Generated leads through telemarketing, mailings, and participation in local industry associations. Consistently ranked in the top quarter of sales team increasing revenue by 60%.
- Implemented customer seminars and new employee training. Appointed to the grassroots committee with the company president to determine industry trends and business development opportunities.

MARKETING TECH STACK MANAGEMENT

Salesforce, HubSpot, Pardot, FunnelMaker, MailChimp, Constant Contact, Zoho, Clearslide

KRISTIN HERRING

214-673-6364 • kh@kristinherring.com

Slack, Zoom, Microsoft Teams, Skype, Join.Me, Google Chat
SharePoint, Dropbox, OneDrive
Trello, Monday.com, Toggl.com, Todoist
Google Analytics, Social Media, Moz, Hootsuite
WordPress, Canva, Vimeo, Animoto

EDUCATION

Wharton Executive Education, Digital Marketing Certificate Program – currently enrolled
Master Liberal Arts, Leadership & Management, Oklahoma City University
BBA, Marketing, University of Oklahoma

COMMUNITY ACTIVITIES & INTERESTS

Brookhaven Women's Tennis Association Board Technology Chair (2019; 2017), Munger Place Church
Member 10 years.