

Jim Madsen

CAREER
AT A GLANCE

A marketing leader who excels at managing the intersection between marketing and sales.



EXECUTIVE SUMMARY

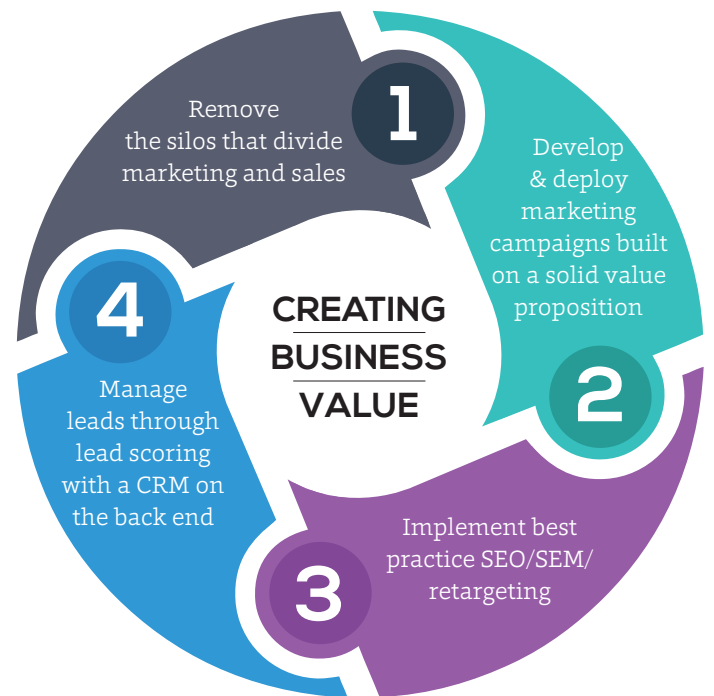
An accomplished marketing executive with 20+ years in marketing communications, brand management and advertising. Experienced with both B2B and B2C end-to-end campaigns and strategies. Strong background in marketing research, experience with personnel management and creation of strategies and tactical marketing plans. Specific industry experience in the energy sector, high tech, manufacturing, communications, health care and marketing services.

Select Marketing Highlights

STRATEGY & PLANNING: As senior marketing team member, created strategic roadmap for sales and marketing in multiple industry segments. Recent campaigns generated \$16MM in sales and \$53MM in open opportunities. Also lead management team planning efforts to identify new objectives, market opportunities and goals. As a result, increased overall annual revenue by 64% over a three year period.

BRAND MANAGEMENT: Created and implemented vertical branding and positioning for Harte-Hanks new brand launch with internal creative and marketing teams. Created strategy and messaging analysis for Cox Media products and external clients. Trained several other Cox Media markets on brand development, strategy and planning. Successfully managed the on-air transition of Gateway's corporate brand identity. Managed and implemented MidAmerican energy subsidiary brand transition.

PRODUCT MARKETING: Created and implemented marketing strategy and communications plan for several products and services launched regionally or nationally. Increased revenue of one specific product by 400% over a three year span. Marketing communication included direct mail, print, television, events and development of website & portal. Successfully managed cross-functional teams (marketing, sales, IT, sales support & production) to implement specific corporate objectives.



SPECIFIC EXPERTISE



- Brand Management
- Marketing Automation
- Marketing Research
- Strategic CRM Planning
- Social Media Marketing
- Corporate Communications
- Integrated Communications
- SEO/SEM & Retargeting
- Metrics and Measurement
- Agency Management
- Marketing Communications
- Product Marketing