**C. Thomas (Tom) Smith**

ctsmithiii@gmail.com 919-306-5876 [www.linkedin.com/in/ctsmithiii](http://www.linkedin.com/in/ctsmithiii)

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**Marketing Executive**

**cPG | Financial services | IT | healthcare | Manufacturing**

Forward-thinking executive develops and executes integrated, multichannel sales and marketing campaigns that generate leads, accelerate sales, build customer loyalty, and increase revenue with business logic and knowledge of buying cycles using traditional, digital and social media. Exceptionally skilled analyzing data and leveraging insights to drive KPI’s and sales. Certified VOC Professional.

*Problem Solver ● Revenue Marketer ● Multi-Channel Analytics ● Insight Curation ● Marketing Automation ● CRM ● Channel Management ● Customer Experience ● Voice of the Customer ● Customer Bonding ● Net Promoter Score ● Business Development ● Employee Empowerment*

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**Professional Experience**

Insights From Analytics, Raleigh, NC

**Principal Consultant** (2012-Present)

Principal consultant providing solutions to clients on a contract basis and for members of the NC Center for Nonprofits on a pro-bono basis.

* Evaluated marketing automation solutions for AICPA/CPA.com to generate $53 million in revenue as a Top 500 Internet Retailer.
* Conducted in-depth one-on-one VOC interviews with Portfolio Evaluations, Inc. clients to add more depth and insight to customer satisfaction research.
* Developed customer bonding program to increase penetration 71% ($3.4 million) and prospect bonding program to reduce attrition 17% ($4.8 million) for ScentAir Technologies ([www.scentair.com](http://www.scentair.com)), the world’s leading scent marketing company.
* Developed and implemented content marketing and channel marketing plan for Integrated Content Management and Archiving ([www.integratedcma.com](http://www.integratedcma.com)).
* Developed and launched a responsive website for Glenn, Mills, Fischer & Mahoney, P.A. ([www.gmfm-law.com](http://www.gmfm-law.com)) to increase awareness, traffic and leads for leading law firm.
* Conducted research with managers and customers of Carlie C’s ([www.carliecs.com](http://www.carliecs.com)) to inform brand positioning and marketing plan.

Anua (formerly Bord na Mona Environmental, N.A.) ([www.anua-us.com](http://www.anua-us.com)), Greensboro, NC

**Director of Operations and Marketing** (2010-2012)

Lead repositioning, all production and procurement for Irish environmental products company. Restructured traditional and direct marketing programs to integrated marketing campaign including new website, traditional, digital and social media, as well as trade show exhibitions.

* Defined, created and implemented inbound, content marketing program using blog posts and social media to drive awareness, traffic and qualified leads to new keyword-optimized website.
* Produced white papers, manuscripts, videos, sales collateral and 50+ blog posts.
* Implemented public relations campaign to drive awareness of the firm and its products; generating 5.2 million impressions with earned media value of $400,000.
* Successfully introduced three new products from concept to launch including: identity, collateral, trade shows.
* Implemented customer satisfaction measurement based on Net Promoter Score (NPS).

FMI Corporation ([www.fminet.com](http://www.fminet.com)), Raleigh, NC

**Director of Corporate Marketing** (2007-2010)

Developed and executed marketing and public relations for the leading management consulting and investment banking firm in the Architecture/Engineering/Construction industry. Created advertising, branding and communications to build awareness, increase customer loyalty and expand market share. Managed $3 million budget, 5 employees, design firm, PR and CRM software.

* Generated $9 million via digital promotion of product seminars, marketing events and webinars.
* Created website at 33% of projected cost. Increased traffic via SEO and keyword optimization.
* Built awareness via aggressive vertical-industry specific public relations outreach generating earned media worth more than $25 million.

The Stone Agency, Raleigh, NC

**Chief Strategy Officer** (2003-2005)

Created and implemented successful integrated multi-channel marketing for all agency clients.

* Helped agency double gross revenue from $12 million to $24 million with new business.
* Conducted research for Merz Pharmaceuticals resulting in successful introduction of Mederma for Kids obtaining insights from “moms” on what’s most important with scars on their children.
* Chief Strategist for Blue Cross and Blue Shield of North Carolina, Trane, CarQuest, Merz Pharmaceuticals, Madison River Telecom, First Citizens Bancshares, Mead Westvaco Healthcare Packaging, First Flight FCU and Farm Bureau Insurance.
* Performed regression analysis showing strong positive correlation of marketing spend to brand perceptions convincing Blue Cross and Blue Shield to maintain higher spending levels.
* Research for Farm Bureau helped achieve 12-month health insurance sales goals in 3 months.

Crittenden Advertising, Raleigh, NC

**Director of Account Services** (2000-2002)

Grew agency revenue by creating integrated marketing strategies for multiple clients.

* Obtained 3 new clients generating more than $1 million in revenue
* Created/implemented marketing plans for CheckFree Investment Services, Interlan, Group Dental Associates and Railinc.

TekSell.com, Raleigh, NC

**Vice President Marketing** (1999-2000)

Recruited to lead strategic marketing for B2B online auction of IT hardware and equipment. Defined, lead and implemented digital marketing programs to increase brand awareness and secure funding.

* Wrote and presented business plan to venture capital partners raising $11 million.
* Generated $2 million in revenue in six months via national launch. Registered 4,000 IT professionals in six weeks via digital media. Developed and managed traditional media, buying and placement; initiated and implemented customer bonding and retention programs.
* Managed public relations firm, resulting in media coverage in *Forbes*, *InformationWeek* and other international business media.

FGI, Inc., Chapel Hill, NC

**Executive Vice President, Partner, Director – Client Services** (1993-1999)

Impressive record of achievement leading research in the marketing communications division while acquiring and managing new clients for the firm.

* Acquired 12 new clients resulting in more than $6 million in gross revenue.
* Developed and implemented customer bonding and customer satisfaction measurement & improvement program for GTE (now Verizon) reducing churn by 29% and saving $16.2 million.
* Senior manager for Deloitte Consulting, Feld Entertainment “Disney on Ice”, InteCardia, OsteoDyne, PacFab, The Pantry, QualChoice, Statoil Energy, Tangram, Tech Resource Group, Telehealth, Volvo Heavy Equipment, Volvo Penta, American Mobile Satellite and BLAST Software.
* Conducted quantitative research for PacFab resulting in new marketing and channel strategy plan enabling PacFab to increase sales 35% in one year and become market leader in three years.
* Served as COO for Marketing Communications Division, managing a team of 42, creating a traffic department and workflow implementation to ensure timely, on-budget development and production of hundreds of creative projects each year. Managed corporate finances, forecasts and expenses keeping expenses at or below budget earning the owners’ trust and confidence.

Early Professional Career – Account Supervisor at Rockett, Burkhead, Lewis & Winslow, Raleigh, NC, managing Glaxo, Volvo Truck, TimeWarner and SkyBox Trading Cards; Account Supervisor at Long Haymes & Carr (now Mullen), Winston-Salem, NC, managing Wachovia Bank; Account Executive at Ted Bates, New York, managing Rolaids and Remegel (chewable Rolaids); Account Executive at DMB&B, New York, managing Procter & Gamble’s Bounce Fabric Softener and Wondra Hand & Body Lotion, NyQuil, DayQuil, Vicks Cough Drops and VapoRub, and CPC’s Mazola Corn Oil.

Technology Awareness and Experience – SAS, SPSS, Regression Analysis, Web Analytics, LexisNexis Interaction, Microsoft Dynamics, Salesforce.com, Act-On, ExactTarget, Eloqua, Marketo, Silverpop and HubSpot.

**Education**

M.B.A. Fuqua School of Business, Duke University

B.A., Duke University