

JEFFREY SHAWD

Specialties

- **Growth champion** – renewing existing brands and developing new markets
- **Strategic planning** – leading vision development, business case development, go-to-market strategies and operating plans
- **General management** – P&L accountability for businesses from \$5M to \$5B
- **Product management** – full lifecycle portfolio management
- **Brand marketing** – direct, online and mass marketing for business-to-business and direct-to-consumer models
- **Fundraising and partnership development** – building stakeholder engagement via alliances and campaigns

How Jeff Can Help Your Organization

- Develop a compelling vision, value proposition, business case and go-to-market strategy, and present to potential investors
- Build a growth culture by reimagining and creating expansion opportunities for mature markets and products
- Integrate product development, marketing, sales and operations in support of strategic growth goals
- Align channel and customer relationship growth opportunities based on highest growth and return investments
- Develop and execute major fundraising initiatives that align with organizational vision and priorities
- Lead an organization through strategic planning process using a proven process and tools
- Build new marketing strategies that deliver incremental and transformational growth

Success Stories

- Developed concept and consolidated 17 product lines into one brand and utilized digital marketing channels to acquire customers and drive repeat business
- Worked with a business owner to diversify single-line product offering into a portfolio that enabled more cross-sell, up-sell and transformational business growth.
- Worked with a business owner to analyze service territory and create retail showrooms to improve customer experience
- Bundled services offerings, solidified strategic relationships and created two mergers with major holding companies during a period of intense industry consolidation
- Led extension of a brand franchise via new product development, strategic OEM and national retail relationships, and a multi-million-dollar consumer marketing campaign



Executive Experience

- *President, Castle Bay Digital*
- *VP, Marketing, GE Capital/ Synchrony Financial*
- *VP, Customer Retention, Wells Fargo*
- *GM, Bozell-Kamstra*
- *GM, VML*
- *Group VP, Colle & McVoy*
- *Concept Marketing Leader, DuPont*

Volunteer Experience

- Long-Range Planning Group, Oldfield Plantation
- Marketing Advisory Board, Belfair
- Drake University Alumni Board of Directors
- Evolution Big Band
- Chairman, Beaufort Arts Council

Education

Advanced Leadership Training
GE Crotonville Global Leadership Center

M.B.A., Marketing
Drake University

B.A., Communications
Drake University

Contact Information

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