

# KRISTI GRIGSBY

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## AWARD-WINNING MARKETING EXECUTIVE

Accomplished marketing executive with over 20 years of experience visualizing, developing, and executing transformative B2B marketing strategies. Highly creative with innate ability to bring a vision to reality and present complex offerings in a simple yet compelling way. Marketing leadership throughout career has fueled record-breaking growth rates, global visibility, strategic partnerships and key investment funding.

### MARKETING IMPACT HIGHLIGHTS

- Positioned company for exit strategy; led to **\$600MM acquisition**.
- Raised visibility among industry analysts and influencers from zero to **industry-leading position**.
- Rebranded 10-year-old company including website, collateral and communications in **six weeks**.
- **Launched** multiple corporate websites within **60-90 days**.
- Honored with **20 awards** for marketing excellence and secured **11 awards** for employers.
- **Saved \$100k annually** with low cost/high impact PR strategy.
- Led startup from idea to launch with sales from six countries, **all within seven months**.

#### *Areas of expertise include:*

- Marketing Strategy
- B2B Marketing
- Lead Generation
- Content Development/Design
- Product Marketing/Launches
- PR & Communications
- Sales Enablement/Collateral
- Presentations
- Website Strategy/Content
- Video Storyboard/Script
- Technology Marketing
- Enterprise SaaS Marketing

### PROFESSIONAL EXPERIENCE

KRISTI GRIGSBY, LLC ([www.KristiGrigsby.com](http://www.KristiGrigsby.com))

9/2016 – Present

#### **Freelance Marketing/Marketing Consultant**

Multi-talented marketing professional with the ability to conceive, develop ideas and content, and design marketing assets in a fraction of typical turnaround times. Skilled at working independently or with internal teams and agency partners. Enable clients to successfully launch new products, websites, sales materials and countless other victories in a fraction of the time expected – and always with superior results.

- **Drive change:** Advised and directed global research firm through corporate rebranding. “You’ve been a driver of real change. These have been the best days of my career here.”
- **Create results-driven content and campaigns:** Increased leads 129% and social media following 300% for software company. “Ten years and we’ve never had marketing like this. What a difference.”
- **Bring vision to life:** Within six months, launched website, collateral, and PR campaign that out-performed agency placements by 10x. “We’ve never been able to articulate our story, but she nailed it.”
- **Infuse energy into brands:** Launched creative campaign to re-position brand that resulted in 30% increase in sales the first week. “Our entire organization is excited and loves the work we’re cranking out.”
- **Deliver results:** Developed content-focused demand generation campaign, increasing leads 43%. “It’s amazing to see what can happen when you have the right message targeted to the right audience.”

CORPORATE SPENDING INNOVATIONS, Bonita Springs, FL  
**Vice President of Marketing**

6/2013 – 8/2016

Led the strategic marketing and execution necessary to position CSI as an innovative force in the financial technology (Fintech) industry.

- **Transformed brand and positioned company** as a leading niche player in corporate payments. Marketing catapulted global visibility and directly attributed to the success of partnerships with MasterCard, Visa, and Edenred, and ultimately a \$600MM acquisition.
- **Rebuilt company's web presence and increased traffic 300%**, consolidating disparate websites and social media accounts into one strong corporate identity. Led creative and technical teams to plan, develop, and launch site within two months.
- **Entrusted as key member of executive team** that established the strategic direction of company. Responsible for all internal and external communications, and executive relationships with C-level clients from brands including Four Seasons, Texas Rangers, and Mercedes-Benz USA.
- **Respected as a change agent**, called upon to lead innovation initiatives including the internal launch of Adobe's Kickbox program and the rollout of CSI's Fintech startup incubator, Kick Start.
- **Prepared sales team to achieve record-breaking sales growth** with marketing collateral that earned awards for excellence, including 14 Communicator Awards for print brochures, case study, ad campaign, and online video, and two Telly Awards for online video and branded content.
- **Identified and secured strategic awards** that raised company visibility in three areas:
  - Industry: 2016, 2014 finalist for industry's most prestigious 'Best B2B Payments' award
  - Technology: 2015 CODiE finalist, 2014 Red Herring Top 100
  - Service: 2014 Stevie Award, Customer Service Department of the Year

AGINGCARE.COM, Naples, FL

11/2012 – 5/2013

#### **Interim Vice President of Content**

Recruited by CEO to spearhead content for membership-based digital media outlet. Developed marketing strategies to expand focus to a long-term view and created collaborative environment to maximize productivity.

- **Saved company thousands of dollars** every month with new content strategy that shifted from disconnected freelance journalists to partnerships with industry experts.
- **Broke through non-collaborative culture** to introduce teamwork and brainstorming; resulted in eBook that became the leading resource for millions of caregivers, providing information, support, and humor.
- **Developed email campaigns resulting in 100% improvement** and 40% conversion, the most successful in company's history.
- **Positioned company as go-to source for media outlets**; nurturing of media contacts resulted in stories with ABC News and Chicago Tribune.

INGAGE NETWORKS, Naples, FL

9/2004 – 10/2012

#### **Senior Director of Marketing**

First marketing hire for enterprise software company, responsible for creating and growing internal marketing and communications team. Led the company's transformation from an unknown niche provider to an industry leader with a client portfolio including Fortune 500 brands, inclusion in leading analyst coverage, and mentions in top tier media outlets.

- **Hired, mentored, and directed high-performance, collaborative team** responsible for multiple facets of marketing including branding, sales support, PR and communications, digital marketing, and social media.
- **Marketing results influenced investors and attracted software partnerships** with IBM and Microsoft. Led marketing for these key accounts to drive revenue and increase industry visibility.
- **Raised company visibility from zero recognition to an industry-leading position** through low cost, aggressive PR, analyst relations, and awards programs:
  - Software industry's top award (SIIA CODiE), 2008, 2009, 2010 finalist
  - Red Herring 100 finalist – top private tech companies in N. America, 2010

- AlwaysOn Global 250 – top private tech companies in the world, 2008
- Inclusion among leading analyst reports, including Forrester, IDC, and Gartner’s Magic Quadrant
- Led in-house PR efforts that won placements in WSJ, NYT, Governing, and many more
- **Won the trust of Fortune 500 executives** and led joint marketing initiatives that positioned customer brands as innovative leaders, including American Express, Kodak, NPS, and Scripps Interactive.
- **Successfully rebranded 10-year-old company in six weeks**, leading small team to achieve aggressive plan that created rapid, widespread market acceptance of new identity. Turned the experience into a lead generation tool by creating a humorous yet insightful eBook recounting our journey and lessons learned.

ENTREPRENEUR AND FREELANCE WRITER, Naples, FL  
**eCommerce Business Owner, Contributing Author**

11/1999 – 9/2004

Founded online retail store specializing in educational children’s gifts. Built the business from the ground up including website, supply chain partnerships, marketing, and accounting systems; sold in 2001. Authored numerous parenting-focused articles for local and national outlets.

UNITED STATES CELLULAR CORPORATION, Chicago, IL  
**Senior Financial Analyst**

5/1988 – 10/1995

Dynamic position within high growth industry required management responsibilities and detail-oriented analytical skills. Entrusted with highly confidential data to complete special assignments from which executive decisions regarding growth and acquisition strategies were based.

## ADDITIONAL ACHIEVEMENTS

FOUNDER OF STEM GIRLS BOOKS ([www.STEMGirlsBooks.com](http://www.STEMGirlsBooks.com))  
**Creator and Author of Children’s Book Series**

2017 – Present

Award-winning picture book series aimed at creating awareness and excitement among young girls about career opportunities in the STEM fields. Took this venture from idea to successful launch on Kickstarter, with hundreds of book orders distributed to six countries, all within seven months. Honored with New Apple Award, Book Excellence Award, National Indie Excellence Award Finalist.

TASTE THE IMPACT / TASTE OF IMMOKALEE ([www.TastetheImpact.org](http://www.TastetheImpact.org))  
**Marketing Advisor, Youth Mentor**

2017 – Present

Youth entrepreneurship program for underserved teens. Work alongside high school students, teaching and guiding them through all aspects of marketing as we create and sell locally sourced food products that give back. Achieved triple-digit growth rates and distribution footprint has grown from 10 grocery stores to over 260.

## EDUCATION AND AWARDS

- **M.B.A. degree with High Distinction, Marketing and Entrepreneurship**; DePaul University
- **B.S. degree in Business Administration**; Truman State University
- **Telly Awards 2015**: Part of the creative team honored with two awards for online video and branded content.
- **Communicator Awards 2009-2016**: Led marketing teams honored with 14 total awards for print brochure, case study, ad campaign, online video for customer story, company image video, and online commercial.