

JONATHAN MCKEIBER, MBA

4331 Old Crow Square | Charlotte, NC 82828 | 704.444.7484 | kmckeiber@gmail.com

Executive Vice President - Marketing

Enterprise Marketing Champion ▪ Revenue Growth Catalyst ▪ Product Management Expert

- **Progressive marketer with consistent career growth through 6 promotions** in 15+ years to roles of increased challenge within B2C and B2B markets.
- **Strategic approach to marketing:** lead generation, product commercialization, business development, client acquisition and retention, and channel marketing.
- **Demonstrated passion for delivering results** and building innovative tools that deliver against entire consumer purchase funnel and relationship.
- **Noted for utilizing analytical strengths** to ensure products and services are well positioned for success in highly competitive market environments.

Marketing Executive who has successfully launched 50+ products into market. Accounted for dramatic revenue gains for Fortune 500 & 1000 leaders in telecom, energy & financial services. Recognized as a distribution, client and product development expert.

~ ADDITIONAL STRENGTHS INCLUDE ~

**Marketing Programs
Product Strategy
Insights & Innovation**

**Cross-Functional Leadership
New Product Launches
Strategic Planning**

**Distribution Channels
Marketing Strategy
Channel Marketing**

PROFESSIONAL EXPERIENCE

TECHNEX CORPORATION | CHARLOTTE, NORTH CAROLINA

2010 TO PRESENT

\$675M global leader in commercial data solutions catering to the financial, technology and banking industries.

EXECUTIVE VICE PRESIDENT, MARKETING STRATEGY & OPERATIONS (2012 TO PRESENT)

Selected to overseeing customer retention, CRM, product quality, customer analytics, and business intelligence. Appointed to build the firm's Quality Assurance function. For the Global Personal Solutions business, serve as EVP-GM in Canada and as GM for the UK and Latin America, with accountability for strategy, marketing, product, and operations. Manage customer retention program for 2M+ subscribers and team of 10 employees.

- **Grew Canadian business 136% from \$11M to \$26M** over 2-year period; expanded product portfolio improving value proposition and customer lifetime revenue by **\$20M**.
- **Expanded Latin American business by 63% and UK revenues by 21% since 2011**, totaling \$32M in revenues.
- Created customer retention program complete with proactive and reactive tactics touching all customer touch points; **improved retention by 15%**, resulting in **102K** incremental customers and **\$7.2M** in profitable revenue.
- Led strategic negotiations and business development efforts with key partners, **adding \$13M in revenue**.

VICE PRESIDENT, DISTRIBUTION CHANNEL STRATEGY & ANALYTICS (2010 TO 2012)

Recruited to turnaround underperforming unit; Set customer analytics and business intelligence functions in support of marketing, sales, and retention. Oversaw US channel marketing strategy and led consumer affiliate marketing.

- Revamped affiliate marketing using customer segmentation and filtering strategy; generated **\$18.9M in revenue and 27% increase** in Customer Lifetime Value. Championed Affinity Marketing Partnerships
- Guided sales and business development functions supporting commercial affinity marketing; secured partnerships with major organizations (Citibank, Cisco, & Liberty Credit Union), **adding \$29M in revenue**.
- Directed firm's annual growth strategy effort, resulting in **11 consecutive quarters of double-digit growth**.

- Drove significant changes in customer acquisition strategy, leading to **increased customer value of \$35M**.
- Built and delivered consumer-focused KPIs and reporting/analytics capabilities, including methodology for Customer Lifecycle Value metric, currently used in decisioning across entire organization.

MASSOIL ENERGY | HOUSTON, TEXAS

2005 TO 2010

\$3B division of MOE, providing retail energy to over 1.4M customers; ranked as #2 energy provider in Texas.

VICE PRESIDENT, SALES & CHANNEL MARKETING

Directed company's mass-market, commercial, and residential customer acquisition channels; created new vendor partnerships to drive expansion of distribution opportunities. Spearheaded development and execution of strategic sales planning encompassing online, direct mail, telemarketing, and premise-based sales, **delivering over \$390M in revenue**.

Led organization of 330 employees.

- **Managed \$120M+ expense budget** and achieved **7% annual sales growth** (\$30M+ in incremental revenue).
- **Improved ecommerce sales by 20%** (\$10M+) through improvements in paid media and direct response.
- **Increased sales conversion rate by 15%** through creation of sales-focused call center teams.
- Launched new CRM platform and **boosted lead generation and close rates by over 30%**.

TELECOM CORPORATION | WICHITA, KS

1996 TO 2005

Leading communications provider with annual revenues exceeding \$44B; acquired by AT&T in 2005.

EXECUTIVE DIRECTOR, CORPORATE STRATEGY (2003 TO 2005)

Positioned as chief tactician and strategist, actively involved in providing thought leadership surrounding controversial and sensitive issues for the firm. Oversaw multiple strategic teams throughout the company to drive issues to resolution.

- Key contributor in design of new marketing and segmentation approach for small to enterprise business market.
- Created new channel strategy, **improving customer acquisition** with residential multi-dwelling space.
- Guided merger integration planning for Network Operations, IT, and Customer Care associated with 5th largest acquisition in U.S. history (acquisition by AT&T).

DIRECTOR, MARKETING (2001 TO 2003)

Managed 10 Senior Managers supporting dedicated product lines and related marketing campaigns, **yielding over \$400M in annualized revenue**. Spearheaded direct mail/mass media campaigns, reaching 1.2M customers per quarter.

- **Prioritized utilization of \$85M+** in marketing expenses and capital.
- Achieved over **\$90M gain in annual growth** and 32% net increase in high-speed data consumers.
- Generated **50% improvement in direct marketing response rate** through new customer propensity model.

DIRECTOR, PRODUCT MANAGEMENT & BUSINESS DEVELOPMENT (1999 TO 2001)

Held accountability for product planning and development for broadband DSL service portfolio. Directed cross-functional projects to **launch 22 new products during tenure**.

- **Slashed expenses by \$50M** for key partnerships with Dell, Lynk Systems, and Symantec.

ADDITIONAL WORK HISTORY

MANAGER, CONSUMER MARKETING ■ AT&T CORPORATION ■ ATLANTA, GEORGIA (1996 TO 1999)

EDUCATION

Master of Business Administration, Finance & Marketing – University of Kansas

Bachelor of Science, Applied Math– Northwestern University