

JOSEPH D. HAGE
Web site: joehageonline.com

PROFILE

Wharton MBA and classically trained senior marketer perfect for thought leadership roles that require high energy, new ideas, teamwork, flawless planning and execution. Can leverage broad marketing experience in consumer goods (Kraft Foods, Campbell Soup), advertising, consulting, direct, web, and online marketing.

AREAS OF EXPERTISE

- Marketing strategy
- Bold, innovative thinking
- New product development
- Internet marketing
- Complete brand experience
- Acquisition + retention
- Brand positioning
- Creative development
- Crisp marketing communication
- Direct marketing
- Advertising in any medium
- Increasing lifetime value

EXPERIENCE

CARDIAC SCIENCE, a \$200-million medical devices company Bothell, WA
Director of Marketing Communications 11/07 – Present
Raise overall awareness of Cardiac Science, its unique offerings, and increase sales and goodwill among our customers through clear communications and a new, more approachable brand.

SAFECO, a Fortune 500 property and casualty insurance company Seattle, WA
Assistant Vice President of Marketing 7/06 – 9/07
Led marketing for Safeco's \$4-billion personal insurance division (65% of revenues). Developed and executed comprehensive programs to support auto, homeowners and other insurance products for individuals.

- Identified as a high-potential employee within six months of hire.
- Conceived a unique-to-the-industry insight and led a cross-functional team to make it a reality. The scope helps retain 10,000+ who change addresses each year.
- Trademarked four concepts, one of which may be patentable and may change the way products are sold.
- Recommended a process innovation that may increase cross sales of a product by 400%.
- Authored a 60-page, industry award-winning playbook to help our agents better understand Safeco, the products and markets we support and where we are most competitive.
- Persuaded Safeco to share more about our pricing methodologies with our agent partners. Produced three guidebooks (240,000 total circulation) to rave employee and agency reviews. Won industry recognition.

STOCKPOT, a \$100-million Campbell Soup Company Woodinville, WA
Director of Marketing 10/04 – 7/06
Reported to the President with responsibility for directing all branding, positioning, advertising, public relations, direct marketing and interactive efforts. Exceeded plan by 25% in first full year while cutting 25% of the budget.

- Generated \$100,000 to \$400,000 in new business by conceiving and executing the first-ever StockPot culinary conference for 10 major universities, including Harvard, Stanford, and Duke.
- Delivered \$100,000 in new business from the concept, development, and execution of an integrated direct marketing plan including direct mail, print and online media, sampling, and telemarketing.
- Enhanced the relationship with the largest US foodservice distributor by presenting prepared soup as a strategic imperative at the national Innovation Conference. Won approval to launch a Sysco-endorsed national marketing program to all regional businesses.
- Doubled StockPot's earned media coverage versus year ago by nurturing relationships with, and delivering programs to, trade publications. Supported 20+ new products with these programs, a new advertising campaign, and initiatives targeting operators, brokers, and distributors.
- Built a solid marketing organization structure and the skills to deliver world-class competence.

MRA, a \$60-million marketing agency

Syracuse, NY

Vice President of Direct Marketing

7/03 – 10/04

- Managed direct and email marketing campaigns for Sallie Mae, Kinko's, consumer and technology companies.
- Conceived a "variable campaign" (the first ever of its kind for the agency), a huge success for our client.
- Signed a \$500,000 account and developed relationships with several major nationally recognized companies.

MARKETING CONSULTANT

New York, NY

Various Projects in Consumer Marketing Strategy and Execution

10/00 – 7/03

- Advised The Dannon Company with 2004 marketing plans on their flagship yogurt business.
- Delivered a complete assessment for a \$100-million direct-access brokerage. Gained approval to close division and save \$1 million annually. Developed metrics, sales compensation, deliverables and timelines.
- Led branding, positioning, and strategic planning for an online greeting card site. Won Board approval to streamline and save \$250,000 annually. Developed prototypes, conducted usability studies. Managed team.

1-800-FLOWERS.COM

Westbury, NY

Director, Relationship Marketing

7/99 – 9/00

Increased year-over-year customer frequency 15% by integrating direct and email marketing into the media plan.

- Developed and executed \$6-million relationship marketing plan, with volume and spending accountability. Persuaded top management to adopt strategic changes to become cash flow positive by fourth quarter, 2001.
- Directed all retention-based programs including all direct marketing and email programs, new customer welcome, and best customer initiatives. Directed acquisition-based programs including recipient programs.
- Managed, trained, and motivated department of 12 Relationship Marketing professionals.

KRAFT FOODS, INC.

Rye Brook, NY

Brand Manager, Kool-Aid, Ready-to-Drink Kool-Aid

1994 - 1999

Set objectives and strategies for 2000 marketing plan. Refocused division on ready-to-drink strategic role.

- Recommended fundamental shifts in advertising, merchandising, promotional, and packaging plans.
- Led consumer research and uncovered new insight, which became the foundation for new brand positioning.
- Made strong case, and won management support, to discontinue a \$500,000 profit-generating business.

Brand Manager, New Product Development, Jell-O Trademark

Cultivated new product opportunities, including highly successful Oreo flavor introduced in 2001.

- Managed \$30-million new product launch. Directed tech research on product development; the agency on positioning and copy strategy; sales and promotions on execution; packaging on strategic communication.
- Conceived and tested new product concepts, which scored among the highest in the trademark's history.
- Grew channel volume (club stores +10%, military +15%) with improved programming and forecasting.

Associate Brand Manager, Lender's Bagels

Assistant Brand Manager, Post Cereals

MBI, INC., a \$350-million direct marketing company

Norwalk, CT

Associate Program Manager

1992 - 1994

HSBC, Marine Midland Bank, N.A.

New York, NY

Financial Officer (promoted from Financial Associate)

1988 - 1990

EDUCATION

THE WHARTON SCHOOL, University of Pennsylvania

Philadelphia, PA

Master of Business Administration, Marketing and Finance

May 1992

- Actor and writer, *Wharton Follies*

STERN SCHOOL OF BUSINESS, New York University

New York, NY

Bachelor of Science, *Magna Cum Laude*, Finance and Economics

June 1988

- Exchange student, British and Spanish study programs, 1985-86