

# JOSEPH D. HAGE

14246 180<sup>th</sup> AVE NE • Woodinville, WA 98072

Cell: 917.405.3017 • Email: [joe@joehageonline.com](mailto:joe@joehageonline.com) • Web: <http://joehageonline.com>

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## 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), social media, advertising, consulting, and direct marketing.

## AREAS OF EXPERTISE

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

## EXPERIENCE

**CARDIAC SCIENCE**, a medical device company

Bothell, WA

*Director of Marketing Communications*

11/07 – Present

Bringing fresh thinking to traditional medical equipment sales. Raised overall awareness of Cardiac Science, its offerings, and increased sales and goodwill through clear communications and a more approachable brand.

- Consolidated three disparate sub-brands under one corporate umbrella, dissolved all prior logos, recast 100% of Cardiac Science's collateral into the new brand within first year. Introduced new concepts at global sales meeting; won early and consistent support from the Sales team through transition.
- Won approval to "start over" and build a completely new Web presence for the company – on time and on budget. Oversaw all phases of Web development and introduced Cardiac Science to social media.
- Championed a blog, Twitter, Facebook, YouTube, LinkedIn, several online strategies, and achieved page one Google rankings within months of Web launch. Blog now third most visited section after homepage/contact us.
- Generated \$150,000 in incremental sales with a first-of-its-kind online promotion for 700 distributor reps.
- Became the company's early Salesforce.com "super user." Worked on the contract, business requirements, data migration, data integration, training, and company-wide adoption of the system.
- Identified, set up an outbound telemarketing firm; supported campaigns with ROIs exceeding 100 percent.
- Introduced dozens of new concepts and pieces including new corporate and channel brochures, an eight-page promotion in a trade magazine that garnered 100 quotable endorsements from key distributors, first-ever video content, and direct marketing concepts worth hundreds of thousands in new business.
- Conceived and wrote (in house) advertising to support 10 products in several vertical market segments.
- Led the Marketing Communications department of four. Managed a multi-million dollar budget.
- Co-captained the company's Heart Walk effort to its greatest participation and fundraising levels ever.

**SAFECO**, property and casualty insurance (now part of Liberty Mutual)

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; could 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

- 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.
- Doubled StockPot's earned media coverage with trade publications. Supported 20+ new products with public relations, a new advertising campaign, and initiatives targeting operators, brokers, and distributors.

**MRA**, *Vice President of Direct Marketing*

New York, NY

**MARKETING CONSULTANT**, *Various*

7/99 – 10/04

**1-800-FLOWERS.COM**, *Director of Relationship Marketing*

- Managed direct and email marketing campaigns for Sallie Mae, Kinko's, consumer and technology companies.
- Signed a \$500,000 account and developed relationships with several major nationally recognized companies.
- 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.
- Developed and executed \$6-million relationship marketing plan, with volume and spending accountability.
- Directed new customer welcome, acquisition efforts, retention programs, and best customer initiatives.

**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.**, *Associate Program Manager*

Norwalk, CT 1992 – 1994

**HSBC**, *Financial Officer (promoted from Financial Associate)*

New York, NY 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, London School of Economics and Spanish study programs, 1985-86