

MARK BELK

Chief Marketing Officer
Chief Customer Officer
Marketing VP / SVP

Kansas City, MO • 816.555.5555 • markbelk@notmail.com • www.linkedin.com/linkedin/markbelk

Building Marketing Ecosystems That Win Customers, Inspire Loyalty, and Drive Growth in the Digital Economy

Customer-Centric Marketing Executive

History of growing business for revolutionary startups, growth-stage companies, and multibillion-dollar conglomerates at breakneck speeds by optimizing the entire customer journey. Known for leveraging disruptive technologies and analytic-based knowledge of consumer behaviors/needs to spur tremendous growth. Admired for building, mentoring, and inspiring elite, customer-focused teams across professional disciplines. Expert in acquiring, retaining, and monetizing revenue.

Career Highlights:

- ✓ Built platforms that doubled online sales and reduced acquisition costs 45%.
- ✓ Generated \$500+ million in new products and channel production.
- ✓ Created data analytic strategies that delivered \$100+ million in revenue.
- ✓ Increased sales \$220 million by launching product bundles at 34% reduced cost.
- ✓ Led teams of up to 550 employees and operated businesses up to \$7 billion.



Core Skills

- Profit & Market Share Optimization
- Customer Acquisition & Retention
- Brand & Business Positioning
- Marketing Automation & Innovation
- Sales & Channel Growth
- Emerging Digital & Marketing Technologies
- Product Development & Pricing Tactics
- Agile Marketing & Processes Strategies
- Omni-Channel Marketing Approaches
- E-Commerce & E-CRM Solutions
- Strategic Vision & Influence
- Team Building & Motivation
- C-Suite & Board Relations
- Cross-Functional Collaboration
- Million-Dollar Contract Negotiations

Career Narrative

BELK.WORKS, Kansas City, MO

2014 to Present

Investment and management consulting practice specializing in growth-oriented, digital-first tech companies.

President

Empower Fortune 1000 executives/CMOs, startup enterprises, and growth-stage businesses to maximize competitiveness in today's digital-first market. Optimize CX strategies, marketing/management practices, demand generation, customer loyalty, sales channels, and product innovation. Champion agile product development, marketing automation, digital transformations, and emerging marketing technologies. Expertly manage multimillion-dollar P&Ls while filling interim executive roles.

Design and implement modern marketing and customer ecosystems to achieve ambitious objectives. Key engagements:

- ✓ **BUYER SHIELD / Hold Dual Roles of Chief Operating Officer and Partner** | 2017 to Present: Formulate operating plan and business strategy for this SaaS technology start-up. Operate digital strategy, craft product roadmap, and structure CX framework.
 - **Quadrupled annual revenue;** on track to realize 10X growth over 3 years.
- ✓ **TELECOM CO. / Improved Company's SMB Marketing Automation, Social Media, and CX Strategy** | 2015 to 2016: Built customer engagement strategy, introducing effective social media, customer service, and marketing automation concepts.
 - **Delivered \$12+ million in projected value** with improved marketing automation and integrated social media approach.
- ✓ **ABC MARKETING GROUP / Acted as Partner and Investor** | 2014 to 2015: Crafted new business strategy centered around state-of-the-art marketing technologies for this growth-focused digital marketing firm. Established new marketing technology consulting practice.
 - **Boosted income 25% within 6 months;** installed best practices that are now projected to drive 40% in annual growth.

TOTAL ENERGY, Kansas City, MO

2012 to 2014

Retailer of energy/home services generating \$15 billion while serving 6+ million customers.

Chief Marketing Officer

Recruited to lead enterprise-wide marketing initiatives. Delivered 360° view of the customer across all lines of business, complete with personas and a CX view of each segment. Opened cross-selling opportunities by producing new integrated brand strategy. Designed product development roadmap and introduced exciting new products that fulfilled customer needs. Managed 6 direct reports, overseeing team of 100+ employees, and a \$100+ million budget.

Doubled sales and lowered acquisition costs by 45% after deploying an entirely new digital platform, which included:

- ✓ **Content Management System (CMS):** Minimized cost and speed-to-market while generating engaging, memorable content.
- ✓ **Online Order Cycle:** Ensured user-friendly customer journey and enabled real-time multivariate testing.
- ✓ **Mobile Capabilities:** Launched new account management app with responsive design and integrated dashboard features.
- ✓ **Improved Web Presence:** Revamped website while optimizing search engine marketing (SEM) and social media following.

Transformed digital operation by onboarding cutting-edge technologies, agile methodologies, and exceptional talent.

- **Realized annual profit of \$25+ million** by introducing efficient development protocols. Empowered teams to more quickly research, pilot, and commercialize new technologies by designing an agile product innovation/development process.
- **Raised customer satisfaction scores 30% and increased ROI by \$20 million.** Optimized customer lifecycles, consumer insights, segment targeting, predictive modeling, and ROI tracking by revamping the entire marketing model.
- **Boosted sales \$15+ million annually, strengthened #1 market position, and improved brand equity.** Repositioned company for growth by originating strategy that resulted in the rebranding of multiple legacy product/service lines.
- **Increased employee engagement scores 18% while cutting \$6 million in agency costs.** Revitalized stagnant marketing division by building world-class leadership team and raising the bar on agency performance excellence.

TELECOM INTERNATIONAL, Kansas City, MO

2003 to 2012

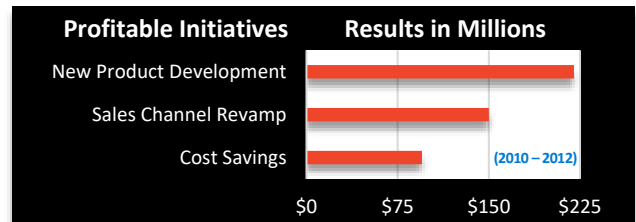
Multinational telecommunications conglomerate with \$130+ billion in annual revenue and 182,000+ employees.

Vice President – Small & Medium Business (SMB) Markets, 2008 to 2012

Operated \$7 billion Internet, video, voice, and SaaS business. Optimized digital strategies, product portfolio, and business/channel planning. Accelerated profit growth while championing emerging technologies and advancing online sales/services. Significantly improved brand positioning, sales performance, demand generation, digital/pricing strategies, marketing communications, and customer retention. Directed public relations (PR), advertising, media planning, CX/CRM, and branding campaigns. Led and inspired 12 executive direct reports.

Generated \$500+ million in revenue and delivered \$95+ million in cost savings after producing/executing 3-year operating plan, Introduced emerging technology products, led aggressive market expansion of existing products, and revamped sales channel.

- **Increased sales \$220 million within 2 years** of launching new product bundles, which increased cost-per-customer by 34% and enabled the easy assembly of competitive packages.
- **Drove \$150+ million in revenue within 2 years** of restructuring salesforce compensation plans and a direct channel of 550 sales reps. Designed new customer segmentation models and built customer journeys across each segment.
- **Garnered 18% sales increase** by refining advertising, media, and brand positioning plans. Developed high-impact sales tools and employed omni-channel approach across website, mobile apps, and online/offline customer interfaces.
- **Captured 35% market share and achieved \$40 million revenue gain** after launching the fiber-optic TV service. Rose to #2 television market position after unseating mature incumbent competitors.
- **Yielded 25% higher sales productivity than other offline channels** while delivering \$15 million in revenue. Established and directed 60-person sales/service team that capitalized on new growth opportunities through click-to-chat and telemarketing.



Vice President – Planning and Marketing Operations, 2003 to 2008

Strategized best approach for consumer/SMB segments for this \$30 billion business unit. Provided customer segmentation, competitive intelligence, and sound business planning. Supervised 8 direct reports while controlling \$150 million budget.

Formed cohesive Marketing Sciences team after combining market research, database marketing, and data modeling groups.

- **Produced \$135 million in additional yearly revenue and energized salesforce.** Led 23 national sales incentive/reward programs that radically increased the sales productivity of 12,000+ sales reps.

Early Positions: XYZ, Associate Vice President – Marketing Communications • ACME ADVERTISING, Senior Account Executive

Education & Boards

Bachelor of Arts in Advertising; Minor in Marketing • Missouri Tech University

National Advisory Board Member • National Media and Communication Association, 2015 to Present

Board Member • Business Marketing Association of Kansas City, 2013 to Present