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## EXECUTIVE LEVEL MARKETING OFFICER — BUSINESS DEVELOPMENT

*Leader in corporate and consumer brand strategy and execution across traditional and digital marketing disciplines, particularly in brand revitalization to support aggressive growth, driving demand generation and top-line revenue. Extensive expertise in building value in dynamic, entrepreneurial cultures.*

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Forward-thinking senior marketing executive – leading the charge in **driving profitable turnarounds, building best-in-class teams, and implementing targeted market expansion strategies** for companies operating in fast-paced, highly competitive environments.

- Key leader in turnaround of \$3B global leader in private aviation following a sharp industry downturn from a \$700M+ loss to \$200M profitability — NetJets
- Established the strategic framework and led the creative execution of a corporate brand advertising program for L-3 Communications, a multibillion-dollar defense contractor, that repositioned the company as a category leader— Kahn Consulting LLC
- Built a marketing strategy business that exceeded revenue targets; completed projects with IBM, American Express, DuPont, Kodak, Dow Jones/Wall Street Journal, Time Warner Cable, and Delta Airlines — Ogilvy & Mather
- Co-launched a strategic brand consultancy; helped to build company from zero to \$140M annual revenue, drove international growth and positioned it for lucrative sale —FutureBrand

International experience with Fortune 100 global corporations representing substantial revenue streams. Built strong brand equity. Created scalable, sustainable processes, systems, and approaches.

Marketing services | Brand strategy | Extensive international experience | Brand analytics | Reputation management | Digital marketing | Organizational culture | Dynamic speaker-presenter

MBA – Pepperdine University | BA – University of Pennsylvania

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## EXECUTIVE LEADERSHIP PERFORMANCE

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NETJETS

2009–2011

*Global leader in private aviation—a Berkshire Hathaway company*

### CHIEF MARKETING OFFICER

Appointed to develop and deploy aggressive turnaround strategies for multibillion dollar, industry leading company and luxury brand. Effectively charted a course, steered plans and campaigns, and positioned the company on course to multimillion-dollar profitability from \$700M+ downward spiral.

- Championed marketing strategies and implemented innovations that fostered 17% boost in lead generation, cut cost per lead 30%; improved brand awareness 12%; and personally awarded for extraordinary achievement.
- Partnered on the introduction of six new products through leadership role on product development team and marketing execution.

KAHN CONSULTING LLC

2006–2009

*Independent brand strategy consultancy*

### CHIEF EXECUTIVE — Waterbrand Group, Integrated Marketing Agency, Dubai UAE

Retained by investor group to establish and lead a Dubai-headquartered multinational organization supplying integrated advertising, marketing execution, corporate identity, digital branding, and PR.

- Awarded client projects with government agencies and corporations in utilities, healthcare, manufacturing, retail, consumer goods, real estate, telecommunications, and aviation.
- Featured agency in Arabian Business magazine.

*KAHN CONSULTING (continued)*

**PRESIDENT**

Created marketing consultancy to deliver personalized, high level branding and marketing strategy for both traditional agencies and client direct. Completed 20+ assignments in first 18 months – exceeded target 30%.

- Put in place a corporate advertising strategy, structure and creative execution for L-3 Communications – a \$12B defense contractor. Led rebranding of three major medical centers.
- Advised Enterprise Rent-A-Car on multi-brand strategy following acquisition of National and Alamo.
- Created an external and internal brand strategy for a global oil services company.

*OGILVY & MATHER – International advertising, marketing and public relations agency*

2003–2006

**MANAGING DIRECTOR**

Established the Brand Asset Management Group — a high-powered, creative think tank intended to deliver top-level strategic competencies to augment existing agency resources. Clients included IBM, American Express, Goldman Sachs, DuPont, Kodak, GE, Ameritrade, and more.

**GENERAL MANAGER**, Brand Integration Group — Headed design projects for a broad array of mass market clients including Coke, Hershey's, Kodak, American Express, NY's 2012 Olympic bid, and others.

*ENTERPRISE IG – Leading strategic brand consulting firm*

2001–2003

**EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER**, the Americas

Brought on board by CEO to lead turnaround effort in the midst of the post 9-11 business downturn. Reengineered service offering, established new lead flow process and secured major consulting agreements with DuPont and other Fortune 500 corporations. Motivated the marketing team and improved morale.

*FUTUREBRAND – Global brand consultancy of McCann-Erickson (Interpublic)*

1991–2001

**EXECUTIVE DIRECTOR GLOBAL MARKETING**

Founding Partner and brand consulting leader for company that started with eight people and became a global leader in the Interpublic network. Responsible for reputation development through PR, website, and new business presentations. Managed international client consulting across a wide variety of industries and business issues with a focus on industrial, CPG, travel, and financial services.

- Fostered initiatives that grew global brand and delivered up to 25% annual growth resulting in expansion to 600 people and 26 worldwide offices within ten years.
- Orchestrated multimillion-dollar consulting contracts with General Motors, Motorola, Saudi Aramco, Dunn & Bradstreet, DuPont, ExxonMobil, Air Canada, South African Airways, Bank of Montreal.

*LANDOR ASSOCIATES – Leading corporate identity consulting firm*

1986–1991

**EXECUTIVE DIRECTOR**, Corporate Identity U.S.

Opened and managed a sales and client service office in Los Angeles; sold and managed client engagements with Hilton, Warner Bros., Dollar Rent-A-Car, Century 21, Mazda Motors, others. Promoted to U.S. marketing leadership of the corporate identity practice in the San Francisco global headquarters.

*DYER/KAHN – Los Angeles based design and marketing studio*

1977–1986

**PARTNER, MANAGING DIRECTOR**

Joined the marketing and communications company as an account executive and within 3 years promoted to Partner and General Manager. Helped build Dyer/Kahn into a top design firm in LA with a national reputation – with many of the top names in entertainment, aerospace, retail and consumer products.

- Marquee projects included launching The Disney Channel, Fox Broadcasting, Guess, Paramount Home Video, Hughes Communications (parent of DIRECTV), and California Pizza Kitchen.

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**EDUCATION**

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**M.B.A.** with honors thesis — Pepperdine University | **B.A.** cum laude — University of Pennsylvania