

Peter Risman

Senior Marketing/Sales Professional

EXECUTIVE PROFILE

A seasoned marketing/sales leader with a technology and services background, strong analytical skills, and a history of results-driven performance. Career path reflects experience in myriad environments and corporate cultures: multinational corporations, small-to-mid agencies, and start-ups.

- Marketing Strategy
- Segmentation/Analysis
- Digital Marketing
- Social Media Marketing
- Traditional Media
- International Marketing
- Channel Development
- Product Management

PROFESSIONAL EXPERIENCE

Pilot Marketing Strategy, LLC San Antonio, Texas	2005-present
Principal/Consultant: Management consultancy developing marketing strategies, defining product offerings and positioning, creating brand platforms, and delivering digital marketing/social media solutions for clients throughout the US.	
<ul style="list-style-type: none">▪ Socialmatica (Los Altos, CA) – interim VP of Sales (2011-2012): Responsible for channel development and sales for a social media analytics SaaS platform. Designed lead gen and sales processes, implemented consistent messaging platforms, and led prospecting/sales efforts, resulting in a 168% increase in sales funnel activity.▪ BancInsure (Oklahoma City, OK) – interim Director Corporate Communications (2009): Responsible for internal and external communications and branding efforts, including Public Relations and Investor Relations.▪ PEER1 Hosting (San Antonio, TX): Supported a variety of social media and digital marketing efforts, including:<ul style="list-style-type: none">✓ Defined requirements for community management and social media listening/engagement capabilities; re-searched and reviewed 16 social media analytics, work-flow/CRM, and reporting packages; recommended platform best suited to client's operational requirements.✓ Evaluated client and competitors' PPC and landing page effectiveness, lead gen strategies, and overall compliance with best practices. Identified potential opportunities and strongest competitors for each keyword phrase, and recommended improvements to increase prospect inquiries and conversion.	
Vonage Holmdel, New Jersey	2012-2015
Senior Marketing Manager – International Markets	
Led the go-to-market strategies, segmentation, campaign and promotional planning, messaging, and management of \$2M in media budgets.	
<ul style="list-style-type: none">▪ Developed and executed integrated campaigns to support Vonage's trial entry into the Brazilian market, reflecting a mix of TV, Print, Paid Search, Display Advertising, Social Media, Online Video, and Email.<ul style="list-style-type: none">✓ Directed the creative development and production efforts of multiple Brazilian agencies.✓ Decreased the cost of acquisition by 80% through testing creative concepts, messages and offers, optimizing media strategy by pivoting to digital channels.✓ Improved online user experience using micro-sites and segment-specific landing pages, resulting in 3x increase in conversion rate.▪ Developed and executed an integrated digital messaging/offer strategy to promote Vonage service in 34 countries, employing a mix of Paid Search, Display Advertising, Social Media, Email, Affiliate Marketing, and Partnership channels.<ul style="list-style-type: none">✓ Achieved 115% of annual revenue and sales goals, delivered at 50% of the budgeted fully-loaded cost per sale.✓ Increased online conversion 7x by optimizing messaging, offers, digital media, and online user experience.✓ Executed mix of social media initiatives including a unique "Military Spouse" influencer program that recruited Military bloggers to promote Vonage.	

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PROFESSIONAL EXPERIENCE (CONTINUED)

Texas State University San Marcos, Texas	2011-2012
Adjunct Professor: Developed and delivered a 3-credit, upper-level undergraduate course covering digital marketing and social media, including: the history of the Internet, the importance of Google as a marketing channel; the theory and practice of SEO, SEM, and affiliate marketing; social media marketing and platforms; and UX best practices.	
Campbell-Ewald Advertising San Antonio, Texas	2009-2010
Senior Vice President/Managing Supervisor: Led the account services team in support of USAA's interactive/digital marketing of insurance and financial services. Led a comprehensive review of client's email tactics, including: analysis of targeting, creative, production, delivery, measurement processes; and best-in-class benchmarking.	
ASENZ Marketing San Antonio, Texas	2005-2009
<ul style="list-style-type: none"> ▪ Vice President/Sales & Channel Development: Developed channel acquisition and messaging strategy, recruited and managed North American VAR sales channel for the ASENZ360 SaaS online marketing platform. ▪ Vice President/Account Services: Marketing strategist responsible for account services and new business development. Led new business development efforts to acquire multiple new accounts: AT&T, USAA; and Allstate. 	
Gateway Marketing International Arlington Heights, Illinois	2001-2005
Executive Vice President: One of two founding executives, responsible for new business development, account services and financial management to grow start-up agency to \$10M in billings in its first 24 months.	
UPSHOT! Marketing Chicago, Illinois	1999-2001
Vice President/Account Services: Responsible for leading the \$6M AT&T promotional marketing account.	
AT&T Hoffman Estates, Illinois/Basking Ridge, New Jersey	1987-1999
<ul style="list-style-type: none"> ▪ Product Group Director: Generated \$100M in revenue through new product introductions, innovative pricing and life cycle management. ▪ Consumer Marketing Director: Developed the marketing and messaging strategies to generate \$900M in revenue. Deployed an integrated telemarketing/direct mail acquisition program leveraging "just in time" database marketing. ▪ Global Marketing Strategy Manager: Developed the techniques, tools and training to enable global execution of sophisticated direct marketing programs for the \$400M division of AT&T serving non-US based markets. ▪ Consumer Services Financial Manager: Led the development of sophisticated financial models for analyzing the profitability of mobile-intensive consumer market segments. ▪ Corporate Strategy Senior Analyst: Management consultant specializing in financial systems design. 	

EDUCATION

RUTGERS UNIVERSITY – MBA Finance
 RUTGERS UNIVERSITY – BS Engineering

ADVISORY BOARDS

AV SMARTZ – Board of Advisers (2010-2012)
 EDUNATION – Board of Advisers (2010-2012)