

Summary

A strategic, creative and analytical marketing leader with a proven track record of building and nurturing world-class brands. Nearly twenty five years of experience that spans brand and agency side, regional and global structures, fully integrated and digital-only engagements across a diverse range of industry-leading brands from early stage start-up to heritage status. Driven by an entrepreneurial spirit and a passion for groundbreaking, purpose-driven marketing.

Experience

Sunday Dinner Community

Member

March 2024 - Present (2 months)

Member of Sunday Dinner Community, a resource group for marketing and advertising leaders to get inspired, network, exchange knowledge, and collaborate.

Ometria

Advisory Board Member

June 2023 - Present (11 months)

Working with Ometria, a high-growth Customer Data and Experience technology platform, to help retail marketers create personalized, cross-channel, marketing experiences their customers love at scale.

Hettas

Strategic Advisor

January 2022 - Present (2 years 4 months)

Support the founder and CEO in launching a new high performance footwear brand grounded in the science and spirit of women's movement. There is no such thing as a unisex foot and Hettas is on a mission to ensure the female running experience gets the funding, research, and recognition it deserves.

8Thirtytwo Ventures LLC

Fractional CMO & Marketing Advisor

June 2021 - Present (2 years 11 months)

San Francisco Bay Area

Provide executive-level marketing and communications consulting to consumer-led, purpose-motivated brands looking to scale their business and elevate their team. Frequently brought in to serve as interim CMO or transformational marketing leader.

Hawthorne

Strategic Advisor

May 2021 - Present (3 years)

Support the co-founders of NYC-based DTC mens skincare brand on strategic marketing needs. Hawthorne is creating the next generation of personal care by using premium quality ingredients, data-driven algorithms, and smart subscriptions.

Section

Faculty Member

September 2021 - October 2023 (2 years 2 months)

Taught a course on Marketing Strategy for Growth in partnership with NYU Stern Professor Scott Galloway's leading online education platform. Section is on a mission to offer high-quality business education for all that drives real-world outcomes.

Adweek

Advisor, Adweek Sustainability Council

January 2021 - January 2023 (2 years 1 month)

Supported the Adweek Sustainability Council members in finding solutions to social and environmental challenges that could be implemented across the industry. Together, we're committed to demonstrating what better business looks like when people and planet health are an integral part of the conversation.

Allbirds

Global VP of Marketing

November 2015 - January 2021 (5 years 3 months)

San Francisco

Recruited by co-founders as the first employee in late 2015 to create the brand and build the marketing organization from the ground up. Launched in March

2016 with a single shoe style in 4 colors and a commitment to proving that style, comfort and sustainability don't have to be mutually exclusive. In less than 5 years, we expanded to offer 15 products across 3 categories (everyday shoes, performance shoes, apparel) available in 35 countries. In that time, we also established the brand as a sustainable thought leader and beacon for conscious capitalism, attracting millions of fans worldwide in the process.

Google Nest

Global Consumer Marketing Lead

March 2014 - August 2015 (1 year 6 months)

Palo Alto, CA

Responsible for all consumer marketing initiatives across advertising campaign development, media planning and buying, social media management and influencer engagement.

Levi Strauss & Co.

3 years

Senior Director, Global Digital Marketing

2013 - 2014 (1 year)

San Francisco

Led the global digital team in the creation and execution of all brand related digital creative, media planning & buying, and social media management. Also acted as interim head of US Brand Marketing for 6 months. Named one of the Top 100 employees at LS&Co.

Global Director, Digital Marketing

2012 - 2013 (1 year)

San Francisco

Sr. Digital Manager, Brand Marketing

2011 - 2012 (1 year)

AKQA

Senior Account Director

2002 - 2011 (9 years)

San Francisco

Moved up the ranks from Senior Account Executive to Senior Account Director.

Clients included:

- Gap Inc: Led Digital Agency of Record relationship for 2 years
- Flip Video: Led Integrated Agency of Record relationship for 1 1/2 years

- McDonalds: Led global digital engagement for 2008 Olympics sponsorship, a 20 month project
- Palm Pilot: Led Integrated Agency of Record relationship for 4 years

Modem Media

Account Executive

2001 - 2002 (1 year)

San Francisco

Client: Intel

Lot21

Account Executive

1999 - 2001 (2 years)

San Francisco

Clients: Adobe, CNET, eBay, Hotwire

Education

UC Santa Barbara

BA, Double Major in Communications and Italian