

Sarah Diaz

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Marketing Executive – Technology Products & Applications

Growth catalyst and value creator with a history of identifying, developing and launching technologies that drive brand recognition, market leadership and revenue growth

Creative, visionary senior marketing leader with an extensive background in strategic planning, building new markets, increasing revenue, and improving competitive market positioning of technology products and their applications. Credited with a keen understanding of the business-technology interface and expertise in guiding complex product launches in targeting critical vertical markets. Recognized as a positive-minded, inspiring driver of change; able to establish productive relationships with customers and business partners as well as empower and guide teams that meet and exceed performance objectives.

Career Highlights

- ✓ **Software application product development strategy:** Created and implemented a marketing strategy for GPS navigation, mobile maps and direction applications that resulted in doubling revenue and enterprise value for a publishing firm.
- ✓ **Project management and team leadership:** Executed key elements of an ambitious go-to-market plan that resulted in successfully embedding and launching an application promotion within a mobile traffic product application for this same publisher.
- ✓ **Application requirements and enhancements:** Refined application requirements to enhance revenue-generating capabilities of technology products for several employers by identifying and championing key features with greater revenue, savings and transaction potential.
- ✓ **Technology strategies and roadmaps:** Instrumental in developing and deploying a web-based third-party distribution center application for a North American distributor. Application succeeded in eliminating seven-day invoice delays and improving inventory management.
- ✓ **Social media:** Successful in implementing social media marketing tools, including YouTube and Twitter, in driving awareness for a global marketing campaign for a leading chemical company.

Professional Experience

Legion Chemical Company, Milwaukee, WI

January 2006 to Present

Leading organic pigment manufacturer and global producer of printing inks providing materials to packaging, publication and commercial markets.

Director of Marketing, North America (July 2008 to Present)

Selected to lead and provide strategic guidance for the company's marketing operations. Oversee and manage day-to-day operations and functions that include domestic and global marketing strategy, brand development, market research, product messaging, marketing communications and public relations. Report to global chief marketing officer and business unit president. Led a team of six staff members.

- Selected to take on additional responsibility in 2010 as the single point of contact for all media relations as well as the company's contact concerning strategic issues and reputation management.
- Chosen to head the senior-level, cross-functional crisis management committee.
- Developed strategy and plan with a redefined value proposition targeting existing and new markets for \$5M packaging prepress and plates offering. Won approval; delivered \$1.5M additional revenue in first 120 days.

Legion Chemical Company, Continued

- Developed and launched multi-touchpoint marketing campaign, including social media, resulting in meeting target of 120 new installations with projected \$6M in incremental sales.
- Created and managed tradeshow presence for North American business unit while bringing in costs under budget by 40 percent. Increased booth traffic by 150 percent and added more than 1200 new leads to CRM email database.
- Reduced marketing spending by more than \$500K in 12 months by centralizing all marketing activities across the company including advertising and tradeshow participation.

Director of Marketing, North American Packaging (January 2006 to July 2008)

Chosen to direct and bring increased focus to building the marketing organization for the packaging division. Responsible for division P&L and \$500M in revenue. Developed and implemented marketing strategies, plans and communications that optimally positioned business and products for national and international markets. Reported to business unit president.

- Created a business proposal, strategy, plan and value proposition for a \$5M investment in a new product offering. Proposal won support, was implemented and exceeded operating income projections by 25 percent in second year.
- Launched new advertisement and direct marketing campaign for existing product line. Actions resulted in a 10-point increase in product awareness and a five-point increase in market perception of business.
- Created new brand standard and identity for customer onsite manufacturing locations, resulting in a 10-20 percent increase in profitability at install locations.

Sterling McManus, St. Paul, MN

January 2005 to December 2005

Publisher of maps and travel content for consumers, businesses, truckers and educators.

Director of Marketing, New Products & Strategies

Hand-picked to lead the creation and execution of product development initiatives and marketing plans and strategies for mobile downloadable products with \$600K in projected revenue. Managed external technology development through IT and external business partners, product release roadmaps, and a wireless carrier distribution network. Led cross-functional team with responsibilities for product line development, product repositionings, PR, advertising, distribution, go-to-market strategies, P&L management and budgets.

- Launched mobile traffic product within 90 days of assuming position.
- Designed and implemented a free giveaway promotional campaign embedded in a traffic mobile product application. Initiative coincided with an advertisement campaign tied into traffic radio reports in six key U.S. markets, resulting in a 20 percent increase in mobile application subscribers.
- Instrumental in securing contracts with two key software vendors that resulted in the company gaining more than 2.0M mobile application subscribers in the first year of the contract.

Naturally, Chicago, IL

March 2002 to January 2005

Privately held, start-up ethnic hair care company targeting the natural hair market segment.

Co-Founder & President

Directed development of overall marketing strategy for national introduction of a new product offering for the professional hair care market. Orchestrated implementation and execution of strategy, development of promotional and advertising material, analysis of effectiveness of strategy, and ongoing refinement of strategy and plan, which included critical tradeshow, PR and media relation components. Managed the launching of new products into both the professional and consumer markets.

- Initiated start-up actions that included writing business and marketing strategy and plan, incorporating business, forming a board of directors and raising \$.5M in capital.

Naturally, Continued

- Attained highly recognizable brand status in target markets within first 12 months, generating more than \$150K in revenue Grew distribution to more than 2K hair salons nationally.
- Sold brand in 36 months resulting in positive ROI for all investors

A.F. Willems Distributing, Moline, IL

August 2000 to March 2002

Corn refiner and supplier of high-quality food ingredients and industrial products derived from wet milling and processing of corn and other starch-based materials.

Director, E-Business

Successfully guided the deployment and management of numerous e-business strategies and initiatives. Served as focal point for customer, supplier and market-focused e-business opportunities in North America. Oversaw user interface design, IT design, user interface functionality and product development roadmap.

- Deployed third-party distribution center web prototype handling more than \$150M in annual revenue. Eliminated seven-day invoice delays and improved inventory management.
- Served as chief architect in driving the development and implementation of single web-based infrastructure, software and hardware; efforts resulted in seamlessly supporting the requirements of the buy/sell sides of the supply chain.
- Spearheaded building a web application that linked to a back-end SAP ERP system for direct B2B connection to a public web-based marketplace exchange; actions included developing business processes and integration agreements.

Bailey Billick Corporation, Chicago, IL

March 1999 to August 2000

Manufacturer of pharmaceutical, nutrition and agricultural chemical products.

Director of Knowledge Management

Brought on as an internal consultant to solve key operating challenges. Identified and developed Internet strategies and e-business models, processes and marketing channels that positively impacted individual business sectors across the organizations.

- Successfully aligned IT e-architecture design for current and future requirements, which impacted more than \$20M in investments.
- Identified, assessed and recommended pharmaceutical sector B2C model linking patients and physicians collaborating with an outside vendor in developing user interface design and functionality. Delivered working prototype in 60 days.
- Captured more than \$6M in savings by eliminating redundant functions and processes in building an infrastructure and network to oversee the company's diverse efforts and investments in e-business.

Prior: Employed from 1992 to 1999 at **R.R. Masterson**, a leading U.S. distributor of commercial and industrial products. Started as a **Management Development Participant** and after three promotions finished employment as **Marketing Manager** for its custom solutions division. Highlights included creating and implementing a marketing plan for a \$400M business unit; actions were instrumental in increasing profitability by 15 percent.

Education

MBA, Finance and Marketing, Western Indiana University, Anderson, IN

BS, Chemical Engineering, Southwest Texas University, Waco, TX

Affiliations

American Marketing Association
Public Relations Society of America