**BETTINA S. LINDNER LIPPISCH**

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**Marketing & Digital Strategy Leader**

**Data-Driven Integrator | Cross-functional Product & Brand Success Executive | Player/Coach**

**SUMMARY**

Achievement-oriented, entrepreneurial Marketing Leader with over a decade of experience accelerating lead generation, product growth & go-to-market successes with strong ROI through a full stack of intelligent digital marketing and product management programs.

Hands-on track record of fine-tuning campaigns & marketing funnels towards greater profitability & growth by aligning intelligent product innovation, marketing automation, cross-functional collaboration & player/coach team leadership.

Result-focused with deep roots in the integration of innovative thinking, customer-centric program development, data integration & project management.

Superb communication skills with people at all organizational levels.

**AREAS OF EXPERTISE**

* Marketing Strategy & Leadership
* Lead Generation Programs
* E-commerce Strategy
* Marketing Technology & Automation
* Marketing Operations & RFP
* Analytics & Business Intelligence
* P&L Management
* Product & Project Management
* Business Development
* Growth Hacking

**KEY ACCOMPLISHMENTS - HIGHLIGHTS**

* **$250Mil. Luxury Goods Retailer:** Introduced e-commerce & digital marketing strategy into the business model & generated $20M in incremental revenue in 2012 only two years after launching the e-commerce platform and digital marketing initiatives
* **$10Mil. Executive Media:** Incepted and implemented company’s first ever lead generation program, which generated over $20k in first month at only $3,500 initial digital ad spend, utilizing existing content marketing assets & SEO, SEM and Social Engagement campaigns
* **$2Mil. Data Products Division:** Turned-around business in decline for 12+years, though a data-driven digital marketing transformation, increasing division contributions from 2% in 2012 to 20% at the end of 2014, delivering positive growth ever since.
* **$40Mil. B2B Media:** Created and implemented intelligent customer segmentation programs that boosted retention rates by 10%

**PROFESSIONAL EXPERIENCE**

**ACTING HEAD OF PRODUCT & MARKETING – Board Member** 11/2016-Present

**Reaction Stream,** Chicago, IL

Reactionstreamis a data-centric *Chicago tech company founded in 2011 developing patent-pending, real-time sentiment-tracking SaaS Platforms & APIs for the event, marketing and personal space.*

* Guiding founder/CEO & executive team in market-entry & growth strategy; leading product development, marketing, and business strategy for patent-pending real-time sentiment technology. Creating a foundation for future scalability

**DIRECTOR OF DIGITAL PRODUCTS & MARKETING TECH,** Chicago, IL1/2016-11/2016

**Guerrero Howe,** Chicago, IL

Created the digital practice and related team. Set the data, technical, marketing, & digital operations agenda for Guerrero Howe and executed for results.

* Generated $10k+ in event revenue within first 90 days by quickly implementing a paid registration platform and streamlined event registration processes at 90%+ ROI
* Incepted and implemented company’s first ever lead generation program, which generated over $20k in first month at only $3,500 initial digital ad spend & educated marketing team on new processes & best practices
* Got CEO approval for and successfully executed on 2016 digital strategy, introducing infrastructure enhancement to prepare the company for scalable technology integrations, accelerating digital product innovation, and streamlined marketing process automation.
* Delivered 2017 technology & marketing roadmap, proposing a unified content and customer database across all brands to enable segmented, data-driven content delivery & marketing.

**SENIOR DIRECTOR, TECHNOLOGY PRODUCTS**1/2015-1/2016

**Vance Publishing, acquired by FARM JOURNAL,** Lincolnshire, IL

Envisioned & lead the company’s digital product & marketing strategy, including marketing automation, analytics, technical, data & mobile product development, leading up to acquisition by Farm Journal

* Delivered technology product vision, roadmap and action plan, which was adopted by executive team, transforming and consolidating over 50 legacy technology systems, processes, products and data sources into unified, data-driven ERP/CRM platform enabling marketing & process automation
* Developed process improvement roadmap to identify how to transform company’s sales and order entry processes, maximizing ROI on planned *SaaS* CRM implementation
* Researched, planned & managed rollout & RFP process of a new subscriber database collaborating with vendors & cross-functional key stakeholders from all verticals
* Solved immediate product delivery issues stopping renewal profit declines through best practice process framework & project management

**GENERAL MANAGER, DATA PRODUCTS (AG)** 5/2012-12/2015

**Vance Publishing,** Lenexa, KS

Turned around 19-employee data products business within company’s agricultural / food vertical

* Transformed division and successfully redesigned core business intelligence products, increasing division contributions from 2% in 2012 to 20% at the end of 2014
* Turned-around business in decline for 12+years, delivering positive growth ever since
* Created and implemented intelligent customer programs that boosted retention rates by 10%
* Increased ROI on marketing and sales programs after implementing SaaS marketing automation
* Earned appointment of company’s subject matter expert for digital strategy & product development.

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**MANAGER OF WEB**, 7/2008-5/2012

**Silpada Designs,** Lenexa, KS

Enhanced direct-sales business model through ecommerce & directed the company’s digital team. Lead strategic & financial planning, implementation, and measurement of domestic & global digital marketing initiatives and related SaaS & technology platforms & processes, before, during and after acquisition by Avon

* Generated $20M in e-commerce revenue in 2012 only two years after launching the program.
* Achieved 130+% YOY increase in lead generation in 2011 while maintaining overall ROI of 150%.
* Increased ecommerce daily retail revenue by 60% with the launch of a new email SaaS platform, while decreasing email creation & testing process from 4 weeks to 5 days.
* Won approval for increase in department’s marketing budget from $25k in 2010 to $.5mil in 2011.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

**ART DIRECTOR E-COMMERCE** 2007-2008

**Staples Promotional Product**, Overland Park, KS

Clients included: *ESPN, United Health*, and *IBM*.

**ART DIRECTOR**  2005-2007

**USD #233**, Overland Park, KS

Initiated and led re-branding for all marketing components.

**ART DIRECTOR – Contract & Consulting**  1998-2004

**MRM Worldwide,** Frankfurt, Germany

**FCB**, Frankfurt Germany

Clients included: *MasterCard Europe,Deutsche Bank, L’Oreal Paris, Glenfiddich*, *LG Electronics, Nestlé, Unileve Steigenberger Hotels, Ferrero*.

**EDITORIAL JOURNALIST** 1996-1998

**LinguaMed Publishing Company**, Neu-Isenburg, Germany

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**EDUCATION**

**Master of Business Administration,** IT Management*Summa Cum Laude*

**Master of Business Administration,** Global Enterprise Management*Summa Cum Laude*

*JONES INTERNATIONAL UNIVERSITY, Centennial, Colorado*

**Bachelor of Arts (Equivalent) in Multimedia Design*,*** 4-year course of study

*FRANKFURT COLLEGE OF COMMUNICATION AND DESIGN, Frankfurt am Main, Germany*

**CONSULTING**

**DigitalTransform.io** Chicago, IL

***Partner* – Digital Transformation, Digital Marketing & E-commerce Strategy Consulting**

Current Clients included: *Princess House,* Taunton, MA*, Coravin*, Burlington, MA

**MENTORING**

**ARA Chicago, Attract, Retain, Advance Women in Tech,** Chicago, IL

**RELEVANT SKILLS**

* Multilingual fluency in English & German
* HTML, CSS, Basic php, MySQL and JavaScript
* SEO/SEM/PPC Management
* Salesforce Administration & implementation
* Wordpress, Drupal, Concrete 5
* RFP Process & Vendor Management
* JIRA, Confluence, Basecamp, Redmine
* Hubspot, Marketo & SF Marketing Cloud
* User Experience Design (UX/UI)
* Google Analytics, Tableau, Omniture
* Project Management & Agile Best Practices
* Social Media Marketing & Ad Set-up