

# STEVEN TEDDER

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## SENIOR MARKETING EXECUTIVE: SVP/VP

*Leveraging marketing creativity, innovation, and transformational leadership to drive brands and organizations to the next level of success.*

**Global branding and marketing executive with extensive leadership experience in industry-leading environments,** including high-profile employers (ESPN, Bideawee) and accounts (CITGO Petroleum, Dollar Rent a Car). Background includes directing and coaching large marketing/account teams, managing large-scale P&Ls, and creating/executing strategies for a wide range of product brands. Track record of success includes exponential revenue growth, double-digit brand awareness increases, social media and online business expansion, and successful partnerships.

Visionary Leadership | Long-Term & Short-Term Strategic Planning | Large Team Building | Change Management  
Brand Positioning/Repositioning | Digital Solutions Launch | Global Business Growth | Omni-Channel Marketing  
Customer Experience & Success Building | Sponsorship Analysis & Evaluation | 3<sup>rd</sup>-Party Marketing Partnerships

### Performance Highlights:

<b>ESPN:</b> Drove Consumer Products division launch, w/ \$25M in commitments, as well as key brand repositioning.	<b>Bideawee:</b> Directed a 180-degree reversal for a stagnant brand to achieve double-digit sale/donation gains.	<b>CITGO Petroleum:</b> Led account to 21% increased brand awareness, 14% purchase intent gain, and 6% sales growth.
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## PROFESSIONAL EXPERIENCE

**Digital Gameday** – New York & Cobleskill, NY – 2015-Present

*Subscription-based online film analysis and exchange system created for high school and college coaches/athletes.*

### FOUNDING PARTNER

Oversee development and growth of a start-up enterprise from product concept to launch. Lead a team of 5 in various activities. Created and executed business plan that pinpointed 4 distinct revenue streams; delivered presentations to major media companies and established partnerships to create avenues for expanding feature set.

- **Secured full board and start-up NY grant** that provides the company free office space on a college campus, access to students and faculty members, and the ability to waive corporate taxes for 10 years.
- **Created a seamless streaming, editing, and tagging experience** (accessible across desktop, laptop, tablet, and mobile devices) by evaluating and selecting agency CDN, host, transcoder, and cloud storage partners.
- **Established and maintained relationships with over 250 athletic programs** through developing and executing 2-track sales strategy.
- **Played key role in achieving record of zero customer churn.** Drove new customer acquisition and increased share within schools while delivering on best-in-class, 24x7 service promise.

**Bideawee** – New York, NY – 2010-2015

*The leading pet welfare agency in the NYC area (\$35M).*

### CHIEF MARKETING OFFICER

Recruited and hired to create a brand story that would revitalize both the brand and the organization as a whole (*Bideawee's lack of investment in marketing led to low consumer awareness, zero differentiation from competitors, and a near non-existent customer service culture*). Led team of 7 direct reports and 500 volunteer team members.

Held full P&L accountability for all marketing, brand development, PR, and event management functions. Oversaw all consumer segmentation, research, consumer marketing, and internal communications activities. Planned and administered marketing budget of up to \$1M annually.

*PROFESSIONAL EXPERIENCE, continued*

- **Drove increase in sales (22+% in Animal Hospital, 18+% in Adoptions) and donations (13+%)** as well as a 8% gain in unaided awareness and 16% gain in aided awareness. Reversed prior history of brand-related issues, leading the turnaround strategies as well as the supporting marketing/advertising campaign.
- **Paved the way for increasing traffic by 20%, uniques by 14%, and page views by 25%.** Overhauled an antiquated digital presence by hiring a digital agency to revamp the brand's presence via a responsively-designed site (supported by a proprietary CMS system) and developing syndicated/owned content strategy.
- **Increased Facebook fans by 900% and Twitter followers by 1,100%** through defining specific roles and strategies for each platform as well as the cadence parameters, revitalizing previously stagnant platforms.
- **Improved volunteer hours by 93% (to 44K hours annually)** by creating a corporate volunteer program, volunteer recognition program, and new volunteer fast track to reduce barriers for volunteer entry.
- **Developed and executed the experiential marketing plan** that utilized non-traditional partners and their marketing channels to drive attendance and transactions at over 250 events annually.

**ESPN – New York, NY – 2005-2009***The worldwide leading, multi-platform sports media company.***SENIOR DIRECTOR OF MARKETING, BRAND MANAGEMENT & BRAND EXTENSIONS**

Led development of marketing programs to support launch of ESPN consumer products and extend key ESPN-owned franchises via brand-relevant product categories. Directed marketing team in ensuring successful launch of ESPN Consumer Products division; oversaw repositioning of ESPN Outdoors, X Games, SportsCenter, and College GameDay in evergreen product brands (including retailer-specific marketing programs). Managed team of 5 and budget of \$5M.

- **Facilitated successful launch of new ESPN division, with \$25M in sales commitments** and cross-channel distribution mechanisms, by developing product plan and marketing strategy w/ associated ad campaigns.
- **Achieved highest-rated BASS program and successful brand extension into key retailers**, including Bass Pro Shops and Wal-Mart. Directed comprehensive BASS brand relaunch initiative for a full brand transformation.
- **Drove a major extension of the College GameDay brand beyond the studio.** Created and executed experiential marketing program that spanned ESPN platforms and enabled 50K+ fans to participate in the College GameDay experience. Secured integration of College GameDay brand into Dick's Sporting Goods.
- **Collaborated with peers across Disney to create partnership marketing programs** for ESPN and X Games company-wide, elevating profile of brands in Disney's core audience. Repositioned X Games brand into viable evergreen franchise via digital, instructional content, multi-city event, and programming strategies.
- **Created co-marketing, advertising, and promotional solutions** with Dick's Sporting Goods, JC Penney, Wal-Mart, and Sports Authority that gained distribution and drove sell-through of cross-category collections.

**Media Logic – Albany, NY – 2003-2004***Small-scale advertising agency with 40 employees.***VICE PRESIDENT / MANAGEMENT SUPERVISOR**

Led teams that managed key agency accounts, including MVP Healthcare, FYE, and the Rensselaer County Industrial Development Agency. Created positioning strategies to transition Media Logic from a project-based organization to a fee-based, trusted strategic advisor (local to regional expansion). Led team of 6, with 2 direct reports.

- **Enabled Rensselaer County's involvement in 4 pitches for corporate HQ.** Reversed county's prior history of low awareness by designing strategy and multi-platform campaign that positioned it as business-friendly.
- **Slowed down erosion of traditional music retail sales by 7%** through differentiating FYE brand by leveraging product knowledge, selection, and in-store experience.

**PROFESSIONAL EXPERIENCE, continued**

- **Reduced MVP Healthcare's churn by 7%** through a brand expansion and customer segmentation strategy.

**Barkley – Kansas City, MO – 1998-2003**

*Advertising agency transitioning from a major regional entity to a national player.*

**VICE PRESIDENT / GROUP ACCOUNT DIRECTOR**

Hired to oversee and grow the recently-acquired CITGO Petroleum account. Guided account team of 12 in creating and delivering fully-integrated, consumer-driven marketing solutions for CITGO Petroleum as well as Dollar Rent A Car, Tenneco Automotive, and Missouri Lottery (\$60M in billings). Created media plans and buys.

- **Increased brand awareness 21%, purchase intent 14%, and sales 6% for CITGO Petroleum** by directing brand repositioning, campaign development, and unification of fragmented media/sponsorship activities.
- **Defined role for sponsorships in supporting brand story** as well as the evaluation, negotiation, and renewal of the brand's sports sponsorships portfolio with NASCAR, NFL, and the NCAA.
- **Pitched and won Dollar Rent A Car business.** Subsequently developed channel migration strategy using online and offline advertising that facilitated adoption of Dollar.com as a booking engine, resulting in Dollar becoming the category leader in online reservations.
- **Drove 30% awareness gain and \$300M+ sales increase for the Missouri Lottery.** Led strategy and brand planning that generated the category's 1<sup>st</sup> brand campaign.
- **Developed repositioning strategy for Monroe** and unified all consumer and trade marketing programs. Transformed perception of shocks from "comfort" to key safety equipment, leading to 13% sales gain.

**EDUCATION & CREDENTIALS****Bachelor of Arts (BA) in Economics**

Guilford College, Greensboro, NC

**Professional Training**

ESPN Management Training; Disney Management & Disney Diversity; Tony Loew Presenting & Selling Creative; Share, Like, Buy Participant, Millennial Marketing Conference; New Product Development, Wake Forest University; Account Management Training, Bates Worldwide; Share, Like, Buy Conference

**Professional Affiliations**

Board Member & Marketing Committee Chair, National High School Basketball Association, 2005-2007; National Sports Marketing Network

**Awards & Honors**

- ★ LIMA Awards: "Best Sports License" and "Best Sports Licensee" (ESPN)
- ★ Regional Winner & Global Finalist, "Classy Award" (Bideawee)
- ★ Ad Club of KC: "Account of the Year" (Missouri Lottery)
- ★ ID Magazine: "Global Spot of the Year" (Lucky Strike)
- ★ Bates Worldwide: "Spot of the Year" (Lucky Strike)
- ★ Barkley: "Spot of the Year" (Citgo Petroleum)
- ★ AAF- ADDY (Dollar Rent-A-Car)