

PATRICK MCGRAW

5601 Honeygo Ridge Court
White Marsh, Maryland 21162
(M) 410.977.7355
pat@pat-mcgraw.com
www.linkedin.com/in/patmcgraw

Data-driven Strategic Marketing Executive Delivering Profitable Revenue Growth

Accomplished senior-level executive with extensive experience in generating profitable revenue growth for businesses targeting B2B and B2C audiences in a wide array of industries including retail, service, technology, education and more.

Key Results

The following results were produced with integrated multi-channel marketing and sales campaigns targeting B2C audiences.

- Connections Learning (Education B2C): Doubled revenue within 2-years.
- Walden University (Education B2C): Increased revenue from \$40 million to more than \$60 million; and acquired more than 3,000 new students and \$30 million in revenue annually.
- Insight (Retail B2C): Increased revenue from \$150M to \$450M over 3-year period.
- Pace Sportswear (Retail B2C and B2B): Increased revenue by 300% within 12-months.
- Campus Athletic (Retail): Increased revenue by 200% within 12-months.

Education & Certification

M.S., Marketing: The Johns Hopkins University (2007)

B.S., Business Administration: Arizona State University (1981)

Inbound Marketing Certification: Hubspot (2016)

Marketing Skills and Expertise

Specific skills in market research, competitive intelligence, CRM, analytics, strategic planning, budgeting and sales forecasting, as well as leading highly profitable lead generation, lead nurturing, customer retention, win-back and referral efforts utilizing online and offline campaigns that included advertising (broadcast, print, out of home), SEO, SEM (PPC/Adwords), email, social media, content marketing, inbound marketing, events and trade shows, media relations and telemarketing/call centers.

Marketing Technology: Skills and Expertise

Extensive experience with a wide variety of marketing technologies including

- **Infrastructure:** databases, cloud, mobile, web development;
- **Internet:** marketing environment including social media;
- **Backbone platforms:** CRM, marketing automation, website and e-commerce;
- **Middle-ware:** data management platforms, tag management, user management, cloud connectors, APIs;
- **Marketing operations:** marketing data, channel/local marketing, marketing resource management, marketing analytics, dashboards, web and mobile analytics, digital asset management, agile and project management, business intelligence;

PROFESSIONAL EXPERIENCE & RESULTS

Consultant 1999 - Present
mcgraw | marketing 5601 Honeygo Ridge Court, White Marsh, Maryland 21162

NOTE: I work as a freelance consultant only when allowed by my current employer. If an employer does not approve of my freelance consulting practice, I do not accept clients.

Providing growth-oriented organizations in education, technology, retail and professional services with market research, competitive intelligence, strategic planning and daily oversight of daily sales/marketing operations that consistently improve overall operational performance and generate profitable revenue.

Results include:

- Developed integrated multi-channel customer acquisition and retention campaigns for a variety of clients that have generated more than \$50 million in annual revenue to-date.

Associate Consultant 2008 – 2011 and 2013 - Present
Ruffalo Noel Levitz 5660 Greenwood Plaza Blvd Suite 300, Greenwood Village, CO 80111

Providing colleges and universities with market research, competitive intelligence, strategic planning and related services that improve student recruitment and retention performance. This include student recruitment, student retention, new program development and more.

Vice President 1999 - Present
DWS Associates 445 Minnesota Street, Suite 1500 Saint Paul, MN 55101

Providing growth-oriented organizations in education, technology, retail and professional services with market research, competitive intelligence, strategic planning and daily oversight of daily sales/marketing operations that consistently improve overall operational performance and generate profitable revenue. This includes new customer acquisitions, customer loyalty, new product development and launch, new market entry and more.

Director of Consulting 2014 – 2015
Hobsons 50 E Business, Cincinnati OH 45241

Responsibilities include developing and leading a cross-functional team that provides clients with strategic and tactical recommendations for achieving revenue goals that are based on market research, competitive intelligence, data analytics, audience segmentation, strategic planning and superior tactical operations.

- Generated 300% increase in annual revenue, year-over-year.

Consultant/Director of Sales/Assistant Director, Marketing 2010 - 2013
Pearson/Connections Education LLC 1001 Fleet Street, Baltimore, Maryland 21202

Primary responsibilities included developing and directing integrated sales and marketing activities targeting consumer and business markets. Directed market research, competitive intelligence, CRM/analytics as well as daily marketing operations.

Results included streamlining lead generation and conversion processes for an inside and outside sales team incorporating Salesforce.com that produced double-digit increases in new customer acquisition and customer retention performance. Other key results to-date includes:

- Successfully launched new blended learning high schools generating more than \$1.4 million in revenue within 2 months
- Successfully launched a new B2B business unit offering SaaS solutions that generated more than \$6 million in first year revenue, and \$15 million within 18-months of launch.

PATRICK MCGRAW

5601 Honeygo Ridge Court
White Marsh, Maryland 21162
(M) 410.977.7355
pat@pat-mcgraw.com
www.linkedin.com/in/patmcgraw

Director of Marketing

2007 - 2009

Walden University

650 S. Exeter Street, Baltimore, Maryland 21202

Primary responsibilities included directing global marketing strategies and operations aimed at increasing enrollments in existing and new markets within Europe, Latin America and Canada. Directly oversaw market research, competitive intelligence, CRM/analytics, program development as well as daily marketing operations.

Results included:

- Surpassed all objectives. Increased revenue from \$40 million to more than \$60 million;
- Generated more than 3,000 new students and \$30 million in revenue annually.

Director, Market Research and Intelligence

2001 - 2006

Assistant Director/Consultant

University of Maryland University College

3501 University Blvd., East Adelphi, Maryland 20783

Developed and led global marketing operations including market research, competitive intelligence, business intelligence and analytics, strategic planning, and enrollment management operations. Directly oversaw market research, competitive intelligence, CRM/analytics, program development as well as daily marketing operations.

Results included:

- Surpassed all objectives and generated 5 consecutive years of double-digit growth;
- Developed and deployed integrated global marketing campaigns that increased revenue from tuition and fees from \$139 million to \$179 million;
- Developed and deployed global new student recruitment programs that generated more than \$25 million in revenue annually.

OTHER RELATED EXPERIENCE

Group Account Manager

Frequency Marketing (Marketing Agency)
Baltimore MD, 1999 – 2000

Marketing Manager

Insight (Retail)
Tempe AZ, 1993 – 1997

Director of Marketing

ACCRAM Inc. (Service)
Phoenix AZ, 1987 – 1990

Manager Intern

Sears (Retail)
Buena Park, CA, 1985 – 1986

Vice President, Account Supervisor

Barry Blau & Partners (Direct Marketing Agency)
Baltimore MD, 1997 – 1999

Partner

Cirino McGraw Inc. (Marketing Agency)
Phoenix, AZ, 1991 – 1993

Director of Marketing

Pace Sportswear (Retail)
Huntington Beach, CA, 1986 – 1987

Marketing Manager

Campus Athletic Wear (Retail)
Tempe, AZ, 1983 – 1984

INDUSTRY EXPERIENCE

Business Services including Direct Marketing Agencies
Education
Retail

Financial Services
Information Technology and Communications
Computer Hardware and Software