

JOHN S. GIBB

jsgbuchanan@optonline.net • linkedin.com/in/johnsgibb

32 Estwick Place • Stamford, CT 06907 • (203) 322-3128(h) • (203) 559-2071(c)

PROFILE

A marketing professional with over 10 years of strategic business development and project management experience in the area of integrated marketing management. Expertise in exceeding revenue goals through promotional campaigns, branding and target marketing. Proven strategic and analytical marketing and process improvement skills, which drove 15% annual revenue growth with most recent employer. Accomplished in working cross-functionally across all levels of management. Expertise includes:

- Budgeting & Forecasting
- Copywriting
- Customer Profiling
- Data Mining
- eCRM Initiatives
- International Marketing
- P&L Responsibility
- Response & Trend Analysis
- Social Media
- Strategy & Analysis
- Team Leadership
- Vendor Management

PROFESSIONAL EXPERIENCE

GARTNER, INC. STAMFORD, CT

2004 - 2009

Senior Manager, Marketing Strategy

Developed and managed marketing campaign strategies for this IT research organization's business and technology-based events. Managed marketing teams to execute all phases of pre- and post-project strategy, metrics and analysis, including response tracking, demographic analysis, timing and testing. Initiated and implemented business development efforts for new product launches, re-branding and legacy products. Actively fostered culture of open information flow across inter-departmental functional groups and external vendors.

- Produced and executed strategic marketing plans across portfolio of events, supporting and exceeding corporate growth goals of over 15%.
- Directly responsible for developing attendee revenue goals and expense budgets to support corporate goals, encompassing over \$35MM in attendee revenue per year.
- Increased incremental revenue 5% by initiating and expanding branding opportunities and lead generation channels through online and offline media partnerships; partnerships valued at over \$3MM annually.
- Working cross-functionally, implemented search engine marketing (SEM) as an across-the-board revenue driver for worldwide events.
- Developed and implemented marketing strategy to drive attendance for new Seminar format, exceeding revenue and attendance goals by 25% in year one of rollout.
- Launched and managed online customer relationship management (eCRM) and social media initiatives, doubling site views and click-through rates over internal legacy communications.

THE CONFERENCE BOARD, NEW YORK, NY

1997 - 2004

Associate Director, International Development, 1999-2004

Directed and executed integrated marketing and business development strategies for this global business membership organization's diversified line of products and services. Implemented all pre and post-project metrics and analysis. Completed marketing management for international conferences, membership, experiential, and CEO events, comprised of multiple monthly campaigns and channels.

- Initiated, designed and tested creative materials for direct mail efforts, growing revenue/expense (R/E) 10% over internal benchmarks.
- Led marketing efforts that cut marketing expense by 20% by re-sourcing vendors and service providers from UK to Belgium.
- Provided marketing direction, development, and execution for new product lines, integrating a marketing mix including direct mail, email, advertising and web-driven campaigns.
- Originated marketing strategy for new Working Group product, doubling budgeted attendee and revenue goals.
- Established strategic partnerships with business membership organizations in Asia, Singapore, & Hong Kong.

Marketing Manager, 1997-1999

Complete marketing management for domestic conferences, including list selection, issuing print and mailing instructions, and post-campaign analysis. Worked both inter-departmentally and with external vendors to ensure effective execution of marketing strategy. Produced and managed \$3MM marketing budget, submitted quarterly forecasts.

- Directed multi-channel marketing strategy resulting in 15% annual growth in conference division revenue.
- Negotiated marketing and media barter, cutting marketing expenses 10% and generating new leads.
- Initiated email-marketing strategy, recognizing and effectively leveraging new communication channel to increase marketing ROI.

GLOBAL BUSINESS RESEARCH, LTD., NEW YORK, NY

1994 - 1997

Marketing Manager

Managed all aspects of direct mail for this conference production company. Directed complete marketing efforts, from initial stage of list segmentation through mailing of marketing materials. Worked with vendors to complete print production process of marketing materials.

- Increased revenue generated by conferences by 10% by recognizing and implementing cost cutting steps in marketing process.
- Managed and minimized expenses in attaining a 400% return on investment (ROI) on marketing spend.

FUND WORLD, INC., NEW YORK, NY

1993 - 1994

Director, Circulation & Marketing

Oversaw business development for this publisher of mutual fund newsletters. Managed print production for all circulation and marketing functions, including writing copy and working with designers, printers and mailhouses in developing renewal series publications. Managed internal circulation and administrative staff.

- Maintained renewal rate for Fund Action, company's flagship publication, at 85% and credit subscription payments at 93%.
- Directed circulation efforts leading to growth of *Fund Marketing Alert*, increasing paid subscriptions by 10%.

NATIONAL RETAIL FEDERATION, NEW YORK, NY

1990 - 1993

Membership Records Manager, 1992-1993

Managed a database of over 100,000 customer records for nation's leading retail trade association. As a start-up position, developed target marketing strategies and capabilities. Coordinated efforts between external vendors.

- Generated 40% increase in attendance at NRF's Annual Convention through analytical list selection and target marketing in direct mail campaigns.
- Acted as liaison between senior management, including selecting criteria for list generation and providing custom mailings for specialized trade conferences.

Circulation Manager, STORES Magazine, 1990-1991

Maintained BPA-audited qualified circulation of 33,000, both paid and controlled, for this monthly trade magazine.

- Developed direct mail strategy for controlled circulation renewal and acquisition that generated a response rate of over 40%; included writing and coordinating promotions' development working with external designers and printers.
- Sustained active subscription circulation at 33,000-name level despite a 20% decrease in NRF membership.
- Maintained a paid circulation with a renewal rate of 75%.

EDUCATION

UNIVERSITY OF CONNECTICUT, STAMFORD, CT • **M.B.A., Marketing & International Business**

NEW YORK UNIVERSITY, NEW YORK, NY • **B.A., Journalism**

TECHNICAL SKILLS

Relational database software, Excel, PowerPoint, Word,