

John S. Gibb

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PROFILE

A metrics-focused marketing professional with over 10 years of strategic audience development and management across all areas of multi-channel, integrated marketing. Expertise in exceeding revenue goals through successful campaign design and execution. Proven strategic and analytical marketing and process improvement skills, which drove 20% annual revenue growth with most recent employer. Accomplished in working cross-functionally across all levels of management. Expertise includes:

- Analytics
- Audience Development
- Budgeting, Forecasting, P&L
- Content Marketing
- Data Mining
- Demand Generation
- eCRM & User Experience
- Response & Trend Analysis
- Social Media Management
- Strategy & Analysis
- Team Leadership
- Vendor Management

PROFESSIONAL EXPERIENCE

Econsultancy, New York, NY

2009- 2013

Director of Marketing, U.S.

Recruited to launch and lead marketing in the US for Econsultancy, the leading online publisher and source of independent advice and insight on digital marketing and ecommerce. Responsibilities include driving strategy for the full range of Econsultancy products and services, including research, subscriptions, training, and events (both live and online).

- Develop and drive partnerships and campaigns to grow registered site users in the US; efforts have directly led to an annual doubling of the US subscriber database.
- Turnkey online and offline direct marketing initiatives for subscriptions, content, events, and public training, growing revenue an average of 40% annually.
- Collaboratively launched the marketing campaign for Integrated Marketing Week, the joint Direct Marketing Association/Econsultancy initiative. Drove over 1,000 senior marketers per day to this industry-leading event.
- Spearheaded marketing for the US launch of Econsultancy's JUMP event, incorporating *JUMP* magazine with the full range of online and offline initiatives to produce a campaign which exceeded the target audience of 750 attendees.

Global Association of Risk Professionals, Jersey City, NJ

2010

AVP, Audience Development

Responsible for the creation and implementation of all audience marketing and recruitment strategies for all GARP events, including conventions, conferences, roundtables and special events. Led efforts driving senior-level financial and risk professionals events, effectively and efficiently targeting audience development via multichannel marketing strategies.

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, including annual events. Actively fostered culture of open information flow across inter-departmental functional groups. Named *Top Performer in Marketing*, 2005.

- Produced and executed strategic marketing plans across portfolio of events, exceeding growth targets 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 through online and offline channel partnerships; partnerships valued at over \$3MM annually.
- Launched and managed content management and social media initiatives, building engagement and doubling site views and click-through rates over internal legacy communications.

John S. Gibb (continued)

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.
- 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.

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.

Additional Experience Includes

2010 MIT Sloan CIO Symposium, Cambridge, MA

Co-Chair, Partnership Marketing

Global Business Research, Ltd., New York, NY

Marketing Manager

Fund World, Inc., New York, NY

Director, Circulation & Marketing

National Retail Federation, New York, NY

Membership Records Manager, & Circulation Manager, STORES Magazine

EDUCATION

University of Connecticut, Stamford, CT • **M.B.A., Marketing & International Business**

New York University, New York, NY • **B.A., Journalism**

I've worked with John over nearly four years and countless projects. More than enough to know that what he does is produce. Confronted with challenges in budget or brand, process or partner, John simply makes it happen.

- Stefan Tornquist, Vice President, Research (US), Econsultancy