

MARKETING EXECUTIVE BRAND + GROWTH ENTERTAINMENT TECHNOLOGY

AUGUST 2021 - PRESENT

DOOHAN GROUP

LOS ANGELES, CALIFORNIA

Executive Partner

Executive advisor using experience-based wisdom to help CEOs and CMOs solve their toughest marketing and leadership challenges.

- **Marketing partner to CEO at B2C regional flooring and home decor chain** - Advised CEO regarding paid media and content marketing. Architected influencer/affiliate marketing pilot program. Partnered with media agency and mentored internal team to drive better focus, execution, and results.
- **Fractional CMO at B2B healthcare tech startup** - Created program achieving 10x growth in meetings with ideal customers. Developed brand positioning and content marketing strategy with Founder and CEO.
- **Interim CMO at B2B2C real estate startup** - Transformed marketing-sales relationship from chaos to cooperation. Selected and implemented new martech platforms. Redefined leads from MQLs to “quality sales meetings”.
- **Executive mentoring** (C-level clients, Aug 2021-present) Share marketing leadership experience and mental performance coaching to help marketing leaders succeed in SVP, EVP, and C-Level roles.

JANUARY 2014 - APRIL 2021

XPERI

CALABASAS, CALIFORNIA

Executive Vice President, Chief Marketing Officer

Xperi is a NYSE traded technology company whose brands include: TiVo, DTS audio, IMAX Enhanced, and HD Radio. I reported to the CEO and was a member of the nine-person executive committee for seven years.

- **Partnered with sales and corp dev to drive revenue growth from \$279mm to \$892mm** - Developed strategies for organic growth and successfully led teams through multiple large M&A transactions to achieve growth. We met or beat every post-transaction integration target and retained critical customers through periods of significant change.
- **Launched and led DTS Headphone:X to #1 immersive audio technology in gaming headsets** - Won contracts with every leading gaming headset brand. Created B2B2C programs making DTS the #1 immersive audio in gaming headsets as measured by number of SKUs offering the technology and by number of gaming headsets sold.
- **Successfully launched new IMAX Enhanced platform, fending off competitive attack from Dolby** - Led collaboration with IMAX marketing team and launch partners (Sony Consumer Electronics and Disney+) to develop and execute a comprehensive launch strategy for IMAX Enhanced streaming. Defended revenue for Xperi's flagship DTS audio brand.
- **Shifted customer marketing strategy from discounts to co-marketing** - Selected and led a cross-functional team to analyze customer marketing and improve it. Xperi was paying customers rebates but not driving incremental sales. My team designed a program that mandated quarterly Xperi-customer meetings and connected payouts to increased customer marketing activity. We converted 100% of rebate customers to the new co-promotions partner program.
- **Led a global team** - Kept distributed team united, focused, and inspired through the pandemic and across cultures and timezones. I managed direct reports in USA, UK, Ireland, Romania, Japan, South Korea, Taiwan and mainland China.

I've worked for Kevin twice. He hired me straight out of college at Red Bull and we reunited from 2017-2021 at Xperi.

Kevin listens to his direct reports, tests their logic and then helps shape plans into successful marketing campaigns. He trusts his team, supports their goals and helps grow their talents.

Kevin has been a huge part of my story and is an incredible leader.

Sam Keene
CMO - Sprecher Brewing Company

JANUARY 2012 - JANUARY 2014

MACHINIMA

WEST HOLLYWOOD, CALIFORNIA

Executive Vice President, Marketing

Kevin's guidance, commitment to leadership, and his brilliance as a modern marketer helped me learn and set the foundation for my success today.

In a marketing environment that is constantly changing, Kevin adapts strategy and plans as needed while maintaining a steady, strong vision.

I would welcome the opportunity to work with Kevin again.

Rachel Romero
SVP, Marketing - Critical Role

Recruited away from Red Bull to become Machinima's first marketing executive. Consolidated marketing activities that were scattered across the departments into a single, cohesive group that drove audience and revenue growth. Reported to the CEO, led 12 direct reports, and managed \$8mm budget.

Developed strategies and plans that made Machinima the most-viewed individual channel and creator network on YouTube. We focused on developing and acquiring the best gaming, sci-fi, humor, comics, and fantasy content.

- **Drove 140% growth from 5mm to 12mm subscribers** -Machinima was the top YouTube network in January 2014 with 12mm subscribers and 50mm views.
- **Established Machinima as a "must have" media and event platform for advertisers who wanted to reach young males** - Led research that defined "millennial fanboy" audience. Led strategy and production of Machinima's first-ever Newfronts presentation in 2013 setting the stage for record-breaking 2014 revenue and an \$18mm investment round led by Warner Brothers in March 2014.

SEPTEMBER 2008 - JANUARY 2012

RED BULL ENERGY DRINK AND RED BULL MEDIA HOUSE

SANTA MONICA, CALIFORNIA

Head of Digital Marketing

Red Bull is a privately held beverage and media company headquartered in Salzburg, Austria. The company's digital efforts were fragmented and inefficient when I was hired. My mission was to bring order to Red Bull's digital marketing strategy, recruit and lead the digital marketing team, and drive global impact working with country and regional leads.

Responsible for websites and social media worldwide and for paid media in the Americas. Reported to the CMO, led a team of 20 marketers and multiple agencies, and managed a \$25mm budget.

- **Resurrected Red Bull's gaming/e-sports program** - Transformed gaming from a zero-impact nearly dead program to a leading fan community and corporate global priority that drove double-digit retail sales increases. Led team to create programs and events that linked Red Bull with top players, publishers, and opinion leaders; managed sponsorships and activation.
- **Drove growth on Facebook from 300m fans in December 2008 to 28.3mm in June 2012** - Red Bull twitter accounts increased from 2.5m to more than 800m followers between Mar 2009 and Jun 2012. The Red Bull digital marketing team I recruited and led was objectively the best Web 2.0 team in the world.
- **Reduced number of Red Bull websites worldwide from over 900 to 50** - Architected rebuild of Red Bull content management and publishing system. Restructured Red Bull owned websites. Created international leadership group: "D6" (USA & Austria, Japan, Australia, France, Germany, UK), bringing together regional leads to set strategy and policy and to collaborate on global campaigns.

I had the pleasure of working for Kevin on the Red Bull digital marketing team. Kevin was an extremely supportive manager constantly encouraging us to try new, innovative, creative ideas.

He fully trusted and empowered his team -- at the same time, his door was always open to lend support and help find solutions.

He was extremely tuned in and resourceful, always knowing the best agency partner, technology company or unique startup...

Micha Mueller
SVP, Brand Marketing - Red Bull

ADDITIONAL EXPERIENCE

Director, Digital Marketing - Conagra Brands [NYSE: CAG]

Established and led the digital marketing center of excellence at Conagra. Led digital strategy for all Conagra brands and architected multi-brand platforms. Multi-brand platforms drove 28-40% retail sales increase among subscribers.

Director, Marketing - Digital Insight [acquired by Intuit]

Led marketing and communications for the #1 online banking and bill payment SaaS platform in the USA. Established innovative B2B2C programs attracting over 1MM new platform users representing \$32mm annual revenue.

Director, Enterprise Products - Move.com

Director, Customer Experience - Cendant Real Estate

Manager, Interactive Marketing - ERA Real Estate

Led marketing and customer experience teams for #1 US real estate website. Improved visit-to-quality lead conversions by 54% at ERA. Led product marketing for move.com product with 220,000 customers and \$5MM revenue in first year.

EDUCATION

NORTHEASTERN UNIVERSITY

BOSTON, MASSACHUSETTS

Master of Business Administration

ROCHESTER INSTITUTE OF TECHNOLOGY (RIT)

ROCHESTER, NEW YORK

Bachelor of Science

IMMACULATE HEART CENTRAL HIGH SCHOOL

WATERTOWN, NEW YORK

New York State Regents Diploma with Honors

CERTIFICATIONS

UNIVERSITY OF VIRGINIA

Artificial Intelligence In Marketing (2024)

BRIAN CAIN

Certified Mental Performance Coach (2023)

MIT SLOAN EXECUTIVE EDUCATION

Blockchain Technologies: Business Innovation and Application (2022)

THE TRADE DESK EDGE ACADEMY

Executive Program (2022)

Data Driven Planning (2021)

Marketing Foundations (2021)

VOLUNTEERING AND AFFILIATIONS

CARDEN CONEJO SCHOOL

BOARD DIRECTOR & SECRETARY

Private, non-denominational, preschool & elementary school practicing the Carden Method to teach academics & character.

- Director and Board Secretary

YOUTH SPORTS COACH

- AYSO Certified Girls 8U and 10U Soccer Coach
- USA Lacrosse Silver Certified Boys Coach
- USA Lacrosse Silver Certified Girls Coach

ST. MAXIMILIAN KOLBE CATHOLIC CHURCH

- Catechist - Elementary Students

PTTOW

Invite-only community of most innovative CEOs and CMOs.

Active Member 2015-present

THE CMO CLUB

PRESIDENT, LOS ANGELES CHAPTER

"The world's most engaged community of innovative CMOs."

- President, Los Angeles Chapter (2019-2023)
- CMO Transformation Award winner (2020)

DUAL CITIZEN: USA AND IRELAND

Authorized to work In the United States of America, Ireland, and throughout the European Union.