

PHOEBE J. MARTIN

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MARKETING PROFESSIONAL

CAREER SKILLS / KNOWLEDGE

- Marketing & Corporate Communications
- Brand Strategy & Management
- Sales, Distributor & Agent training
- Direct Marketing Programs
- Strategic Planning
- P&L Accountability
- Market Research
- Product Development
- Event Planning and Project Management
- Employee Development and Management
- Fluent French, Interm. Spanish, Expatriate Experience
- International Business

CAREER ACHIEVEMENTS

Marketing Management

- Developed a consumer online business. Prepared the Marketing Plan and lead its implementation. Contributed to pro formas, business structure, site design, and usability studies.
- Created a loyalty program for retail stores.
- Identified potential and significant cost efficiencies within the business approaching 50% of marketing budget.
- Recognized need for and developed brand architecture consisting of: an umbrella brand, a new service brand, and naming conventions.
- Interviewed customers concerning requirements for an IT related product enhancement. Contributed product design, documentation, and launch plans as member of cross-functional development team. Identified and contracted market research suppliers for product positioning studies and customer satisfaction study.
- Guided marketing team in product positioning and strategic planning efforts.
- Managed trade show exhibits and promotional events worldwide. Conceptualized and produced print and digital materials. Prepared Company Meeting and a Corporate Newsletter. Attended Annual Shareholders meetings.
- Managed 2 Marketing Managers, 1 Graphic Designer, and multiple teams.

International Business Development

- Co-authored Business Plan for entry into the Asian market and gained approval from the Board of Directors within 6 months. Implemented the Plan by coordinating all headquarter functions. Established the business in 7 countries.
- Launched a new product on the European and North American markets meeting strategic and commercial objectives. Trained local personnel and/or distributors in Europe, Latin America, Asia, and NA.
- Managed intellectual property for 8 multinational trademarks and fulfilled legal requirements for international patent dispute.
- Lobbied the European Union for new legislation, achieving approval from the European Parliament and all National Ministries of Agriculture. Co-authored manual and designed application for funding program described in the legislation. Initiated and directed multi-lingual seminar series on international marketing of agricultural products, fostering interaction between diplomats and trainees. Was elected Spokesperson for trainees.
- Set-up new joint-venture research center in Belgium which grew by 10 people in 1 year, now with 22 multinational employees. Supervised 2 technicians and several students. Maintained excellent rapport with suppliers.
- Managed Latin America's and Global Marketing's shared Administrative Assistant.

Product Management

- Forecasted and coordinated product line supply. Improved inter-department communication and on-time product supply without increasing inventory. Built a customer database for decision support.
- Gained approval from top management to develop a new product. Successes in development allowed the company to gain a core competence and to update its corporate strategy.
- Developed program for endorsement of 3rd party chemicals and negotiated agreement ultimately resulting in greater product quality and customer satisfaction.
- Led a cross-functional project team. Introduced project management principles to the team and contributed the marketing perspective. Established and developed the newly introduced position and discipline of Product Management.

CAREER EXPERIENCE

BUDGETEXT CORPORATION, Fayetteville, AR, 2005 – 2006

Director of Marketing

Responsible for all aspects of the Marketing Department including corporate communications.

EMBREX, INC., Research Triangle Park, NC, 1996 – 2005

Marketing Services Manager, 2002 – 2005

Responsible for marketing communication and market research for all product lines worldwide.

Product Manager, 1999 - 2002

Accountable for a \$40 million product line.

Manager, 1998 - 1999

Responsible for development of new vaccine delivery products.

Market Analyst, 1996 - 1998

Earned senior management's recognition for contributions made to a company reorganization effort.

MONSANTO COMPANY, St. Louis, MO, summer 1995

Market Research and Communications Intern

COMMISSION OF THE EUROPEAN COMMUNITY, Brussels, Belgium, 1994

Trainee

CELGEN, LABORATORY FOR MOLECULAR BIOLOGY, Leuven, Belgium, 1991 – 1993

Research Assistant

EDUCATION

WAKE FOREST UNIVERSITY, Winston Salem, NC.

Master of Business Administration, 1996

Marketing Concentration

UNIVERSITY OF CALIFORNIA, DAVIS, Davis, CA.

Bachelor of Science in Animal Science, 1991

Courses towards a minor in Textile Science

RECOGNITION & INTERESTS

- Winner of the Marketing Competition - poster category, Poultry & Egg Association 2004.
- Acknowledged contributor to "Business Market Management" by J. A. Narus and J. C. Anderson. Prentice-Hall, Upper Saddle River, NJ. (2004).
- Past Board Member and founding member of Wake Forest MBA Alumni Club, active volunteer for Benton County Boys & Girls Club, member of Delta Delta Delta alumnae chapter, miniatures hobbyist; retired-racing greyhound enthusiast.