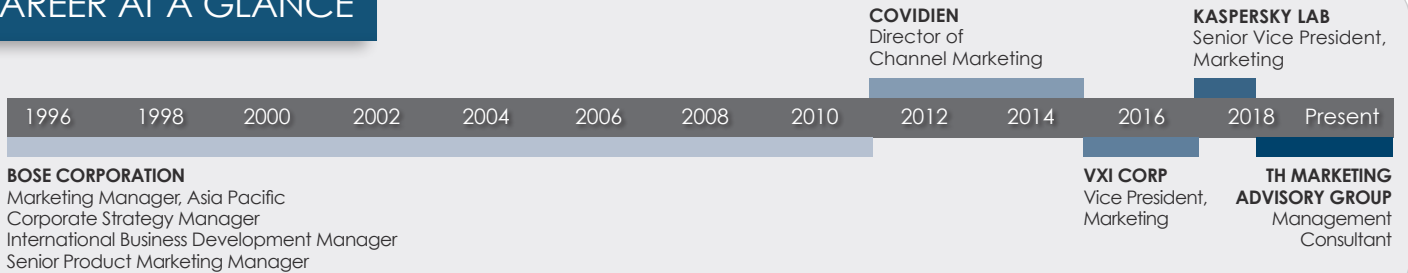


CAREER AT A GLANCE



Career Defining Marketing Strategy and Execution for Business Growth

**TH MARKETING ADVISORY GROUP**, Lexington, MA 2018 – Present

**MANAGEMENT CONSULTANT**

Providing marketing and leadership guidance to Fortune 500 companies, top management consultant firms, investment firms and SMBs. Advising on consumer marketing strategies, marketing processes, vendor selection and management, media and creative planning, and industry trends.

**KASPERSKY LAB**, Woburn, MA 2017 – Present

*World's largest privately held cybersecurity software vendor.*

**SENIOR VICE PRESIDENT, MARKETING**

Manage partner communications and serve as company spokesperson during company's PR crisis while improving marketing metrics as member of the North America Executive Team. Manage \$20M marketing budget, multiple vendors and 24 direct reports in consumer and B2B product marketing, brand marketing, marketing research, and corporate communications. Team with management organization-wide, in each product category and region, to execute strategies aligning with longer term business objectives.

- Navigated marketing team through period of significant change while launching new consumer-targeted digital marketing campaigns in creative and new formats. Maintained highest team morale company-wide and retained nearly the entire team throughout company's PR crisis.
- Improved ROAS (return on ad spend) for digital marketing more than 30%, up from 10% below target.
- Reversed decline in new B2C buyers and increased acquisition revenue 5%+ to highest in three years.
- Maintained steady new partner acquisition levels despite headwinds from government sanctions.
- Modified SPiF program, reducing costs 15%, and realigned events strategy to lower events spend 20%+ while increasing lead quantity 10%.

**VXI CORPORATION** (acquired by GN Netcom in 2016), Dover, NH 2015 – 2017  
*A \$32M B2C and B2B PE-owned manufacturer of headphones and headsets.*

**VICE PRESIDENT, MARKETING**

Recruited to bring consistency to branding/packaging and strengthening the product launch process in preparation for company's sale. Reported to CEO; managed five direct reports, multiple vendors

Senior Vice President | Vice President of Marketing – B2C and B2B

Game-changing marketing executive and brand builder for category leaders and emerging brands with diverse industry expertise, including consumer electronics, medical device/supplies and software. Significant depth of experience in both digital and traditional marketing methods with quantifiable results in building and directing integrated marketing programs across online and offline channels. Uncommon data/analytical strengths, providing insights and performance analysis that improve existing product portfolios and marketing campaigns while developing a pipeline of new products, packaging and commercial innovations. Collaborative, "low-ego" leader known for cultivating high team morale and retention.

Driving Business Growth



and \$4M marketing budget. Directed advertising, product marketing, roadmap and launches, public relations, events, digital marketing, websites, social media, promotions, marketing communications and agency relations. Represented Marketing in Board meetings.

- Helped to position company for profitable exit with a strong gain realized by PE firm and other equity stakeholders.
- Led team on rebranding and packaging effort that resulted in shelf space in Best Buy and a 5%+ sales increase with a positive impact on company valuation during divestiture.
- Assembled a formal product launch team and process, yielding 30% higher revenues relative to prior launches. Launched 10 products and more than doubled press coverage for each launch.
- Grew consumer loyalty program enrollment 50%+ in one year and expanded social media audience (Facebook and Twitter) 30%.
- Analyzed and realigned digital marketing spend, improving ROAS more than 40%.
- Modified SPIF program to cut costs 20%+, while still generating 2% sales increase.

**COVIDIEN**, Mansfield, MA

2011 – 2015

*A \$12B medical device and pharmaceuticals company.*

### **DIRECTOR OF CHANNEL MARKETING**

Recruited to evaluate feasibility of a Direct-to-Consumer business while managing existing B2B distributor business. Conducted market assessments, prepared and presented business cases/proposals, authored RFPs and selected vendors for projects valued at up to \$3.5M.

- Managed team that assessed the emerging Home Care market, validated opportunity, developed strategy, and established a 23-person Home Care department, which generated \$7M in six months.
- Prepared compelling proposal that convinced C-suite to test sell products on Amazon; rapidly generated \$1M in sales from program expansion. Directly owned Amazon relationship and all aspects of revenue stream, from product selection and pricing to product fulfillment.
- Won approval to overhaul website environment for medical supplies, integrating 30+ sites into a single cohesive ecommerce presence.

**BOSE CORPORATION**, Framingham, MA

1996 – 2011

*A \$3B global developer and manufacturer of premium audio technology. Advanced through four positions.*

### **MARKETING MANAGER, ASIA PACIFIC** (2009 – 2011)

Selected to join newly created APAC leadership team charged with centralizing management of a \$220M/year APAC business across China, Hong Kong, Taiwan, Japan, India, Australia and UAE. Managed four direct reports (product marketing managers, advertising manager, retail operations manager) and 75 indirect. Led marketing strategy and execution around advertising, digital marketing, websites, product launches, product portfolio management, retail operations, events, public relations, and worked with internal ad agency on 100+ creative projects. Planned regional marketing meetings that received 9.5/10 ratings from attendees. Member of Global Advertising Team, Global Web Committee and Corporate Social Media Steering Committee.

- Presided over marketing function driving 40% annual growth to \$400M, improved efficiency and brand consistency, and amassed a slew of successful product launches.
- Built strong relationships with GMs, marketing leadership and distributors in each market gaining trust and buy-in for new centralized management model that contributed to the significant annual growth.

## Todd Helmbrecht

### SPEAKING PERSONALLY

#### **Q** How would you describe your leadership style?

**A.** The expression my team often hears from me is, "own your area of the business." I'm a firm believer that a department is most effective when each person has ownership of their area of the business, in which they are empowered to affect change. They must prove they know their business, and I will ask questions and provide guidance. It has been a successful model, and my employees have appreciated my style.

#### **Q** What is the secret to leading large-scale change initiatives effectively?

**A.** I think there are a couple of key ingredients. One is communication: regular, honest, open. Not knowing is almost always worse than knowing. Tell people what will happen, tell them as it's happening, and tell them after it's happened. Another is empathy; it's important to understand that many people don't like change. As part of the communication, expressing empathy can go a long way. Finally, plan the change work, and work the plan. It helps to get through to the other side faster if there's a good plan in place.

#### **Q** Why is thinking of global implications when making decisions so important in today's marketplace?

**A.** Thinking of global implications when making decisions is so important because of the Internet. When something happened in another market 30 years ago, I never knew about it. Nor did people in other markets know about my activities. If I had a product priced 50% higher, or 50% lower, who knew? That's not the case today. The Internet enables research not possible previously, in addition to all that gets shared via social media. You need to make decisions thinking about the global implications because there is a distinct possibility there will be far-reaching ramifications.



- Redefined product launch process and roadmap for 28 products in three years, on time, achieving 10% higher revenue than prior product launches with costs reduced by more than \$1M.
- Invigorated sales of Wave radio and QuietComfort headphones, a 300% increase, by opening a direct-to-consumer business in Australia.

#### **CORPORATE STRATEGY MANAGER** (2008 – 2009)

Recruited by Head of Corporate Strategy to shape a consistent and formal strategy development process for use by the company's 18 major departments. Traveled globally helping departments develop and document their strategy in multiday planning sessions. Played key role on ad hoc strategic initiatives.

- Co-created strategy templates bringing consistency to strategy planning company-wide.
- Orchestrated an internal Global Strategy Forum that led to several new initiatives such as a global web development program. Defined forum agenda and managed logistics and creation of theme and branding for four-day event attended by company's top 150 leaders. Rated 9/10 by participants.
- Performed detailed analytics instrumental in transitioning two markets from distributor-run to subsidiaries, resulting in higher margins and increased growth by several million dollars.

#### **INTERNATIONAL BUSINESS DEVELOPMENT MANAGER** (2005 – 2008)

Selected by now-CFO to assess international markets for viability of launching a direct-to-consumer business, replicating success from prior US DTC role. Evaluated multiple markets for viability, laid groundwork for launch, and ensured knowledge transfer for future launches.

- Catalyst for four new DTC businesses launched in Europe, generating \$30M+ over three-year tenure.
- Won Vice President's Award for planning/executing a highly successful Global Direct Marketing Summit.

#### **SENIOR PRODUCT MARKETING MANAGER** (1996 – 2005)

Joined company's direct-to-consumer marketing team and managed television advertising business. Managed two direct reports and \$50M budget. Scope expanded to conducting in-depth analytics on existing marketing strategies, such as package inserts and direct mail, and making profitable changes.

- Increased revenues 10%+ from TV ads in first year.
- Owned strategy, managed creative development and directed team in the successful launch of noise-cancelling headphones generating tens of millions of dollars in revenues.
- Overhauled nonperforming package insert program, resulting in \$50M/year revenue generated within two years. Recognized with President's Award.
- Steered flawless rollout of private label credit card, creating a multimillion-dollar revenue stream.
- Produced ~\$10M from a single direct-mail campaign, the largest and highest revenue-generating program for a new product launch in company's history.
- Member of team that received President's Award for creating a Lifetime Value model to measure downstream value of leads by media type, leading to dramatic reallocation of advertising spend.

## Todd Helmbrecht

### DYNAMIC RESULTS

**Boosted** APAC regional revenue from \$220M to more than \$300M over three years at Bose.

**Created** new package insert program from scratch, driving revenue from zero to \$50M annually in just two years.

**Led** product planning process and execution, ensuring 10 seamless launches at VXi, at 30% higher revenues than prior launches. Launched 28 products in three years at Bose, on time and at a lower cost.

**Recognized** with two President's Awards for profound impact on the business and at one of the top DTC (direct-to-consumer) marketing groups in the nation.

### Education and Affiliations

**MBA, Global Marketing**, Boston University

**BS, Finance and Marketing**, Boston College  
Captain of Wrestling Team – Division 1

Completed multiple rounds of professional media training.

Pacesetter – Dana Farber Cancer Institute  
BAA 5K Team

President of PTO/Vice President of PTO

