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Louis MacM. Killeffer

Profile

Marketing strategist helping leaders look ahead, embrace change, and sustain success. Accomplished marketer, manager, and brand builder. Resourceful, fresh thinker with keen analytical abilities. Extensive experience resolving complex issues into opportunities and the practical strategies to achieve them. Broad-based business acumen and management skills that deliver results. Exceptional interpersonal and communication skills. Track record of building and leading innovative teams, unifying organizations behind new programs for growth, and developing enduring businesses and brands.

Experience

2009 - Present FIVE MILE RIVER MARKETING, Rowayton, CT fivemilerivermktg.com

Founder & Principal of an independent marketing strategy practice helping companies focus and optimize their efforts for marketplace success through an array of services, including: go-to-market strategy; leadership alignment; business and integrated marketing planning; brand positioning and stewardship; new product innovation; and corporate, marketing, and employee communications.

Clients comprise corporations, professional service firms, and early-stage companies, including among others: **AIGA, Buyology, Inc., Nova/WGBH, Nestlé Waters, Dow Chemical, Hearst Magazines, Nestlé Canada, PanTheryx, Royal Caribbean, Vivaldi Partners Group, UBS Financial Services, Optiv LLC, Farmer Foodshare, Innovation Excellence, Yamaha, Sustena Group, and Signals Analytics Group.** Engagements span corporate strategy and planning; management facilitation and alignment; new business development; customer loyalty and retention; in-depth qualitative research and marketing strategy and communications.

2007-2008 STERLING BRANDS New York

Executive Vice President, Managing Director, Strategy Led strategic consultancy featuring proprietary strengths in: insight-based, creative, qualitative research; brand positioning and architecture; marketing strategy and planning; and new product innovation from concept through positioning, identity, and design.

- Reorganized the group for growth, developing key personnel and attracting new consultants
- Revised and renewed best practices, enhancing overall quality and repeat business
- Managed P&L delivering increased efficiency and productivity
- Led new business development from prospecting through pitch process

Directed domestic and global engagements for corporate and consumer brands of a wide range of clients, including **IBM, Royal Caribbean, Time Warner, Nestlé Waters, Abbott Labs, A&E, Visa, and Shell.**

Key deliverables beyond fundamental positioning and innovation variously encompassed:

- Ethnographic, trend and cultural studies
- Consumer segmentation and target expansion
- Management audit
- Corporate and brand visioning and road mapping

- Customer experience modeling and loyalty programming

2001-2006 MERKLEY+PARTNERS New York

Chief Marketing Officer Coordinated direction, performance, and profile of the agency. Directed business development from prospecting to pitch across Merkley's suite of companies. Acting chief integration officer for the agency and its healthcare, interactive, and relationship marketing subsidiaries.

More than doubled the size of the agency behind \$450MM in new billings. New business wins included: **SBC, TAP Pharmaceutical's Prevacid, Smith Barney, Health Net, The Citigroup Private Bank, William Grant's Glenfiddich & Balvenie, Arby's, Citigroup Corporate Investment Bank, Ferrero's Tic Tac and Rocher, AXA/Equitable, and Pinnacle Foods.**

Maintained C-suite client engagements while managing the agency P & L at SBC, Citigroup, TAP, William Grant, and Ferrero.

1999-2000 BENEFITPORT, LLC Greenwich, CT

Chief Marketing Officer A B2B Internet startup created with \$60MM of initial financing from MMC Capital and J.P. Morgan. A leader in technology, marketing, and distribution services to the group insurance/employee benefits industry. \$1 billion of premium in-force, generating \$27MM in revenue through 250 employees in ten offices serving 17,000 brokers.

Defined corporate/business objectives and strategy with the management team and board. Directed e-comm marketing initiatives, site development, and related Internet alliances.

Developed/executed marketing, sales, and communications strategy across: corporate identity; web design; direct marketing; public relations; sales training, employee communications, and collateral.

1991-1999 AMMIRATI PURIS LINTAS New York

Executive Vice President, Managing Director of the Americas - United Parcel Service, Sara Lee, Labatt USA Marketing and communications planning integrating advertising, direct, interactive, and event marketing. Primary focus on business development, brand positioning and marketing, and financial stewardship of clients generating \$120MM in billings and \$18MM in revenue. Led team of twenty, reporting to the Chairman. Member, Chairman's Advisory Council.

- Advertising, direct, and interactive programs promoting UPS sponsorship of the *XVII Winter Olympic Games*, Nagano 1998 and *XXVII Summer Olympic Games*, Sydney 2000. Additionally, extended agency role by articulating future positioning and brand strategy
- Led Labatt Blue through brand positioning to introductory advertising in the US
- Returned Rolling Rock to unique equities in advertising, resurrecting both the business and brand at a higher price point
- Doubled agency revenue in twelve months, reversing years of losses on Labatt USA
- Led Labatt global brand project from business case through positioning and advertising development in the US, Argentina, Mexico, Venezuela, Cuba, and the Dominican Republic

Executive Vice President, Managing Director - UPS, General Motors, Amtrak, AT&T

- Repositioned UPS behind "*Moving at the Speed of Business*" increasing awareness and performance on key attributes. Directed UPS sponsorship of the *XXVI Summer Olympic Games*, Atlanta 1996

- Extended subscriber base while re-launching Cellular One as AT&T Wireless (Bronze Effie 1996)
- Pitched and won: Amtrak, and General Motors' **OnStar**, a joint venture of GM, Hughes, and EDS

Senior Vice President, Group Director - UPS, Cadbury Schweppes, Cellular One

- Led positioning and brand character assessment for UPS
- Directed advertising and promotion for **Hires, Crush, and Schweppes**
- Pitched and won Cellular One

1987-1991 SCALI, McCABE, SLOVES New York

Senior Vice President, Group Director - Castrol, Maxell, and Nikon. Led largest group in the agency with \$45MM in billings. Drove strategic evolution of Castrol GTX (Silver Effie 1990). Maintained Maxell's dominance in audiotape. Increased Nikon's "Touch" line awareness and brand preference +35%.

Senior Vice President, Management Supervisor - Castrol and Maxell. Elected youngest SVP of the agency. Accelerated Castrol and Maxell's market share +32% and +20% respectively.

1981-1987 ALLY & GARGANO New York

VP, Management Supervisor - Polaroid (Bronze Effie 1986), Ciba, Pfizer (Gold Effie 1986) VP, Account Supervisor - Timberland, Union Carbide. Account Supervisor - MCI, Federal Express

1979-1981 GREY ADVERTISING New York Account Executive - P&G's Downy Fabric Softener. Assistant Account Executive - P&G's Joy Dishwashing Liquid

1977-1979 MARSTELLER, INC. New York Account Executive - Chemical Bank, FMC

Education

University of North Carolina at Chapel Hill. Bachelor of Arts, English and Fine Arts, 1976.

Community Leadership

Recipient of Bronze, Silver, and Gold **EFFIE Awards** for advertising effectiveness from the **American Marketing Association** and past **Global EFFIE judge**. Member of the **New Business Committee** of the **American Association of Advertising Agencies**, a visiting lecturer with the **Advertising Educational Foundation**. Member of the Advisory Board of the **Global Rights Fund II**, an equity fund focused on the development of intellectual property rights. Board member of **Connecticut Odyssey of the Mind** and the Communications Committee of the **Norwalk Education Foundation**, a non-profit providing private investment to public education. **Adjunct Professor, UNC-CH** teaching his own course created at the request of the University, "*Advertising in the Age of Alexa*", in the **Husman School of Journalism & Media**. Advisor to **Farmer Foodshare**, the non-profit increasing access to fresh, local food in Durham, NC. **American Marketing Association Mentor**. Previously **Editor-at-Large** with *Innovation Excellence*, the world's most popular online innovation community, and now blogs frequently @ [fivemilerivermktg](#).

Personal

Married, proud father of three. Continuing student of society, technology, and culture. Century cyclist, offshore sailor, White Mountain hiker, printmaker [fivemileriverprints](#), and wing and clay shooter.