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**Experienced marketing strategist, combining creativity with leadership experience at Fortune 50 and start-up companies.** Integrated marketing professional with 20 years experience in branding, marketing communications, internal communications, public relations, planning, product management, channel marketing, and business sales. Experience in the technology, internet, pharmaceutical and services industries. Excellent sandbox skills, infectious enthusiasm, and empowering approach. Client-side and agency experience. Creative, results-oriented problem solver who is consistently recognized as an effective communicator, strong team player, and developer of people. Proven track record of doing more with less and quickly learning new industries. Adept at generating results in changing environments. Adjunct faculty at Dominican University.

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### **Professional Experience**

#### **ROGER TYE MARKETING • Chicago, Illinois • 2008 to Present**

*A one-person marketing consultancy focused on brand, strategy and marketing communications.*

**Principal** • Responsible for all business development, creative, strategic and administrative functions for this one-person endeavor. Deliver strategic consultation and implementation services for a primarily business-to-business client list.

- Established brand name and identity, crafted business requirements, created competitive analysis, developed business overview and supported the acquisition of \$250,000 in seed money to launch Imagimark, an entrepreneurial start-up.
- Retained by New Market Impressions and SSUCG to perform knowledge and asset transfer activities to support the acquisition of EggFusion assets by New Market Impressions.

#### **EGGFUSION, INC. • Chicago, Illinois • 2005 to 2008**

*A privately held start-up with the only USDA-accepted solution for applying laser-etched marks on eggshells.*

**Vice President, Marketing & Communications** • Active member of the management team responsible for the strategic direction and execution for all marketing and communication efforts. Led strategic development and creative executions to support client acquisitions, multiple private equity rounds, team expansion, organizational restructuring and downsizing.

- Redefined the corporate positioning, created the corporate attributes and guided the development process that led to the creation of a new company logo. Created the *Promoting Freshness with Every Impression* tagline, saving the company over \$20K and effectively communicating the positioning to myriad audiences.
- Created the messaging and materials used to secure over \$5 million in Series B funding from high net worth individuals. Established the *EggsChange* investor newsletter, a quarterly publication used to educate investors about the company's progress and coordinated two shareholder meetings.
- Led the strategic development and agency relationship to create a new corporate identity and two award-winning websites, EggFusion.com and MyFreshEgg.com, from concept through execution. Received the Simply Exemplary award from the CEO for the introduction of the EggFusion website.
- Developed the public relations strategy, managed the agency relationship, and coordinated media relations efforts with CBS Television for the introduction to the market. Significant media coverage was secured during the program, including: *The New York Times*, *Chicago Tribune*, *Entrepreneur Magazine*, *US News & World Report* and over 80 broadcast outlets.
- Created the competitive analysis and maintained market intelligence, including the strategic design and implementation of a comprehensive research study comprised of six independent cells and over 7,000 respondents.
- Designed and implemented customized Salesforce.com and NetSuite CRM systems to enhance sales productivity.

#### **CELSIS INTERNATIONAL PLC • Chicago, Illinois • 2003 to 2005**

*A \$30 million international biotechnology company providing rapid microbial detection and contract analytical services.*

**Director, Global Marketing** • As a direct report to the CEO, created and implemented strategic marketing and customer communications programs for the laboratory and product groups. Responsible for revenue generation, sales team support and building/maintaining positive customer perceptions for the Celsis brand.

- Increased available samples by 15% (to nearly \$21 million) for the laboratory group through tactical direct mail programs, sales training/support and an advertising program in targeted pharmaceutical trade publications.
- Led the communications and training as the laboratory group went through an organizational transformation and the Crosby Quality program. Repositioned the group in the marketplace by creating a new tagline and corresponding materials.
- Introduced the Innovate™ luminometer and Innovate.im software to the global dairy industry. Recognized with the Outstanding Achievement award from the CEO for leadership during the introduction, materials development and launch.
- Implemented a global product rationalization project, reducing the number of unique reagent kits manufactured by 50%.
- Co-led the strategic design and deployment of a customized Salesforce.com implementation throughout the product group, including global rollout and training.

**ROGER TYE MARKETING** • Chicago, Illinois • 2001 to 2003

*A one-person marketing consultancy focused on brand, strategy and marketing communications.*

- Led the Wan Technologies management team in redefining company attributes, product definitions and brand positioning for the a newly-acquired network integration and management company, in an aggressive one-month timeframe.
- Developed complementary yet distinctive branding materials and positioning for the three service-focused brands that comprise NJW Companies, an outsourced staffing organization specializing in IT consulting.

**W.W. GRAINGER, INC.** • Lincolnshire, Illinois • 2000 to 2001

*A \$5 billion national distributor of maintenance, repair and operations (MRO) products and industrial services.*

**Director of Brand Marketing & Strategy, Material Logic** • Provided strategic direction to a three-person team in developing the strategy and creating marketing materials for this spin-off created from four existing Grainger Internet businesses.

- Managed the \$2.5 million marketing budget and agency relationships to develop the brand and sales materials, including collateral, trade ads and tradeshow booth for the new business within an aggressive four-month timeframe.
- Developed the name, logo, brand identity and attributes for the new company and communicated the vision internally, realigning employee allegiances from former business units to the new entity.

**Marketing Manager, MROverstocks.com** • Managed marketing programs to maximize revenue, acquire customers and manage the customer experience for Grainger's B2B online auction for excess and discontinued industrial products.

- Created a marketing plan that supported new user acquisition through online and vertical trade publications, e-mail campaigns and direct mail that increased customer registrations from 8,000 to 60,000 and doubled active bidders in two months.

**SBC/AMERITECH** • Chicago, Illinois • 1996 to 2000

*The \$4.4 billion general business services division served the communications needs of small to mid-sized businesses.*

**Marketing Director, Small Business and New Customer Segments, Call Center Channel** • Led four-person team that maximized revenue and managed the customer experience in the \$750 million small-business and new customer segments.

- Managed budgets, developed strategic plans and led the implementation of programs to increase productivity within the \$200 million call center channel. Received Cornerstone award for leadership on the strategic call center channel plan.

**Senior Segment Marketing Manager, New Customer Segment** • Led a two-person team that developed and implemented the strategic plan for the \$85 million segment.

- Developed lifecycle telemarketing programs targeted at new customers that delivered over \$1 million of incremental revenue. Created a direct mail welcome that generated over 3,500 additional calls and increased revenue by \$150,000.

**Multiple Manager-level assignments**

- Implemented the launch of 1-800-CONFERENCE and accelerated revenue to \$1 million in seven months.
- Developed the launch plan for Ameritech Details and delivered 90% of the revenue target, despite inheriting a product two months behind its launch schedule.

**MARKETING & CREATIVE SERVICES (M&CS)** • Richmond, Indiana • 1989 to 1994

*A small advertising agency specializing in business-to-business marketing.*

**Account Executive/Copywriter/Creative Director** • Provided strategic direction and day-to-day leadership on more than 20 accounts in multiple industries, including professional services, higher education, manufacturing, government, tourism and non-profit. Copywriting featured in *How to Create Small Space Advertising that Works* by Ken Eichenbaum.

**Education**

**NORTHWESTERN UNIVERSITY** • MS, Integrated Marketing Communications • Medill • Evanston, IL • 1995

**INDIANA UNIVERSITY** • BA, Journalism • Bloomington, IN • 1990 • Concentration in Advertising and Public Relations

**Honors, Awards and Affiliations**

Adjunct Faculty, Dominican University  
 Certified Business Communicator (CBC), BMA  
 Professional Certified Marketer (PCM), AMA  
 Crosby Quality Education System Certified

BMA Tower Award, *EggFusion*  
 W3 Award, *EggFusion*  
 Outstanding Achievement, *Celsis*  
 Cornerstone Award, *Ameritech*

2006 WebAward, *EggFusion*  
 Simply Exemplary, *EggFusion*  
 Reach Award, *WW Grainger*  
 Extra Step Award, *Ameritech*