



<http://LinkedIn.com/in/JeffGreenhouse>

Data-driven marketing and analytics executive with a strong emphasis on ROI. Experienced manager and team-builder with a track record of successfully growing businesses and brands. Strong collaborator capable of bringing entrepreneurial agility into large companies. Understands what makes consumers respond and brands succeed. 20 years digital and integrated marketing experience. 15 years experience with digital analytics.

Founded, grew and sold an award-winning digital marketing agency, consulting for scores of B2C and B2B brands. Built, managed and motivated teams of talented professionals across various design, marketing and technology specialties. Co-founded the first company to combine viral marketing and promotions, building an opt-in database of 6.5 million consumers in a 6-month period before selling the company to About.com.

Currently leading marketing and analytics initiatives for Scripps Networks Interactive, championing the use of data and insights to transform the business and optimize business results.

KEY EXPERTISE

- Omni-Channel Marketing Strategy
- Digital Marketing & Advertising
- Analytics and ROI Analysis
- Branding & Brand Strategy
- A/B Testing and Optimization
- Competitive & SWOT Analysis
- User Experience
- Digital Product Development
- Vendor Selection and Management

PROFESSIONAL EXPERIENCE:

Scripps Networks Interactive – New York, NY

February 2015 - Present

Director of Marketing & Analytics

Use big data to guide our business strategy, optimize the performance of our video distribution network, increase the efficiency of our marketing programs and enhance our ability to monetize a massive catalog of digital assets.

Lead a team that uses a combination of enterprise analytics systems (Hadoop, Adobe Analytics/Omniture, MySQL, Tableau, Google Analytics, etc.) and proprietary custom tools to extract actionable insights from huge amounts of both first-party and third-party data representing hundreds of millions of visits and consumer interactions per month.

Key Accomplishments:

- Led efforts into **measurement and optimization of viewability and NHT**, working with multiple measurement vendors including Integral Ad Science, MOAT and Google. Negotiated vendor contract, obtaining significantly discounted pricing and preferable terms for Scripps.
- Developed **Publisher Traffic Quality Measurement System** with Tableau visualization, using multiple data sources to measure and monitor four primary KPIs of traffic quality: NHT/Suspicious Traffic, Viewability, Visitor Engagement, Traffic Source Quality.
- Designed comprehensive **Business Overview Dashboard**, comprised of **over 60 critical metrics** visualized in Tableau to monitor the entire video syndication business in a single screen. Combines measurement of traffic volume, video player conversion, traffic quality, ad serving, monetization, viewer engagement and partner revenue sharing.
- Launched the **ULIVE Innovation Lab**, a small team dedicated to using lean experimentation and rapid digital innovation to optimize and transform the business.
- Created **three analytics/data inventions** currently in various stage of filing under **SNI's Patent Program**.
- Developed **custom analytics platform** to analyze performance of **more than 60,000 video assets** across FoodNetwork.com, HGTV.com, TravelChannel.com, Food.com and other Scripps-owned digital properties.
- Developed strategy for **analysis of audience segment data** from Adobe Audience Manager to extract insights and craft segment-specific stories to support advertising sales.
- Executed **detailed traffic quality study**, uncovering valuable insights into the relative cost and engagement across various categories of paid traffic providers.
- Created system and methodology for **comparative performance testing of sets of video content**.
- Created **new premium ad product** combining curated flat and video content with rich data capture and analytics.

Scripps Networks Interactive – New York, NY
Director of Marketing, ULIVE

January 2014 – February 2015

Worked to evolve the ULIVE brand, develop our audience of consumers via a mix of paid media, social media, email and digital marketing, and champion the use of data and analytics to optimize reach, engagement and monetization. Managed a multi-million dollar marketing budget, collaborating with editorial, programming and technology teams to maximize return on marketing investments. Combined the quantitative with the qualitative, harnessing insights from billions of event beacons and proprietary research to understand and optimize business performance.

Key Accomplishments:

- **Doubled effectiveness of paid social advertising campaigns**, allowing us to shift a larger percentage of our media budget to platforms that carry additional exposure for the brand.
- **Reduced overall cost-per-video-ad-begin on ULIVE.com by 28%** between Q1 and Q3 2014.
- Developed a **custom analytics and reporting system** merging 5 types of internal and external data to analyze the performance and shareability of our database of over 10,000 videos.
- Created **traffic/paid media pacing system** allowing the marketing team to more effectively control traffic levels to respond to advertiser opportunities and campaign delays.
- Performed the division's first **in-depth study of viewer behavior**, focused on loyalty, visit quality, video consumption and revenue generation.
- Overhauled the web traffic segmentation model for ULIVE.com, **improving accuracy and revenue attribution**.
- Created a **detailed methodology for website click-tracking** to allow company to analyze and interpret on-site user behavior based on a variety of factors.

CEO Connection - New York, NY
Chief Marketing Officer

March 2012 – January 2014

Served as contract CMO for the only membership organization in the world focused solely on CEOs of mid-market companies (\$100MM to \$3B in annual revenue). Worked with the organization's leadership to design valuable member programs and benefits and to effectively communicate the value proposition behind those programs to more than 7,000 CEOs around the world.

Key Projects:

- Launched tiered membership program with benefit structure designed to promote upgrades and renewals.
- Overhauled email marketing program, resulting in significant increases in member acquisition and retention.
- Organized the 2013 CEO Mid-Market Convention in conjunction with the Wharton School. Planned and marketed a 2-day program of interactive sessions covering a range of critical business issues, networking and keynotes from Governor Ed Rendell and Jostein Solheim, CEO of Ben & Jerry's.

201 Proof, LLC - Hoboken, NJ
Lead Consultant

September 2011 – January 2014

Helped companies sell more and sell more efficiently by aligning their brand story, maximizing use of both new and proven technologies and effectively connecting their people, platforms and messages. Provided marketing strategy, brand development and technical guidance to clients in diverse industries including food & beverage, retail, casino gaming, high technology and healthcare.

Key Projects:

- Helped an expanding national chain of wine bars develop an integrated omnichannel strategy for mobile, social and loyalty programs to fuel growth and **lead to new revenue streams via gift cards and eCommerce**.
- Created a UGC (user generated content) promotional program for the Mid-Atlantic Dairy Association that integrated live event participation and social sharing/engagement to grow the organization's audience and spread its key marketing message. Engaged 7,500 consumers at initial live event, resulting in **2,900 photos** posted to Facebook. Garnered **social interaction on over 15% of posted photos. 25% increase in Facebook Page Likes in first 8 days**.
- Provided strategic and creative guidance to a manufacturer of nutritional and health supplements to help it **establish a direct eCommerce channel without alienating its retail channel partners**.
- Created **digital marketing/engagement strategy to integrate web, mobile, social and loyalty efforts** for Viejas Casino Resort after performing extensive competitive research.
- Delivered social media strategy and training for ~50 specialty food companies on behalf of the Specialty Food Association.

Singularity Design, Inc. - Philadelphia, PA

Founder, President & Chief Strategist

February 1995 - September 2010

Founded digital agency in 1995. Grew agency revenues by 273% between 2005 and 2007, achieving a #30 ranking on the 2008 Philadelphia 100 List of fastest-growing, privately-held companies. Led Singularity to nearly 140 design and marketing awards between 2006 and 2010. Sold Singularity to media agency Communications Media, Inc. in July, 2009. Served as President for 14 months following sale.

Established relationships with numerous B2C and B2B brand clients, including:

- Kellogg's
- Fiskars Brands
- Seneca Foods Corporation
- Omaha Steaks
- Kaiser Permanente
- Kensington Computer Products
- CubeSmart (formerly U-Store-It)
- New England Home Magazine
- Mid-Atlantic Dairy Association

Key Projects:

- Engineered and architected a new eCommerce website for Darden Business Publishing at the University of Virginia, replacing an existing Seibel-based solution. **Site traffic increased 900%**. Online sales increased 162% in first year, 122% in second year for a **cumulative 580% increase over 2 years**.
- Served as webmaster for OmahaSteaks.com, **improving the effectiveness of its eCommerce** and digital marketing efforts and helping the company maintain a lead in the nascent world of online commerce.
- Planned, built and managed **three generations of eCommerce sites** for Mueller Recreational Products, generating millions of dollars in online sales. Implemented functionality to support complex pricing structures including per-item volume discounts, mix-and-match, add-ons and upsells. Advised company on changes in shipping options, promotions and email marketing to increase sales.
- Redesigned eCommerce site for FamousCookies.com, generating significant increases in eCommerce sales. **Created new line of named assortments that became 5 of the top 7 selling items on the site**.
- Planned and guided a website redesign for Carlisle Wide Plank Floors including usability enhancements and organic SEO, resulting in an immediate **200% increase in sales leads**, an increase in lead conversion and a cover-story feature in Fortune Small Business Magazine. Managed paid SEM and web analytics reporting to drive additional traffic and conversions and respond to copycat moves from competitors.
- Architected **the first dedicated mobile website** for the Thomas Jefferson University Hospitals to better serve patients and stakeholders. Developed user segmentation and prioritization plan incorporating user personas and use cases based on analysis of positional and need states. (Gold Award Winner at the E-healthcare Leadership Awards).
- Created a highly successful viral advergame for Kensington Computer Products that put the brand in front of **45,000 consumers in over 100 countries with \$0 spent on media**.

Glowbug.com Inc - Houston, TX

Co-Founder, Sr. Vice President - Product Development

January 2000 - December 2000

- Co-founded the first company to combine viral marketing techniques, sweepstakes and promotions.
- Raised \$1 million in funding from angel investors and Syntek Capital.
- Designed, built and managed website platform with integrated viral marketing system.
- Grew membership database of **6.5 million members within 6 months of launch** on a minimal capital investment based on a keen understanding of the factors that motivate consumer behavior.
- Delivered highly successful targeted campaigns for customers including: **American Express, AT&T, BMG, Half.com, Havoline, Martha Stewart, Shell and Walmart**, achieving profitability in month 5.

Expanded platform to include online member accounts and casual games, generating alternate revenue streams from CPM and CPC display advertising. Grew company to 25 employees in 2 offices in Houston. Sold company to About.com, Inc. in October, 2000.

EDUCATION

Bachelor of Science, Entrepreneurial Management & Information Technology (dual concentration)

The Wharton School of the University of Pennsylvania – Philadelphia, PA, Class of 1997