

JOHN L. REID

18 Hillyer Way, Granby, Connecticut 06035
(860) 966 6382 jlreid1200@gmail.com

SUMMARY

- Senior marketing, sales and relationship management executive with extensive experience and a proven history of results, success and advancement.
- Highly effective at integrating marketing and sales strategies, developing innovative program solutions, managing client relationships and driving cross functional teamwork.
- Strategic and passionate leader across a variety of functional roles has resulted in expertise and competencies across multiple areas.

CORE COMPETENCIES

Relationship Management	Marketing and Media Mix Optimization	Sales Leadership
Cross Functional Teamwork	Consumer Targeting Strategy/Analytics	Business Development
Strategic Planning	Product Development and Management	Direct Marketing/Direct Mail

PROFESSIONAL EXPERIENCE

The Hartford Insurance Group, Hartford, CT

2008 - 2016

Assistant Vice President, Marketing (2012 – 2016)

Responsibilities include relationship management accountability for The Hartford's premier affinity partnership with AARP, representing a \$3 billion auto and home insurance program serving over 2 million AARP members, and marketing strategy development for customer communications and retention.

- Enhanced customer experience by renegotiating telephony based service level agreement to customer satisfaction metrics, reducing operational costs by several million dollars.
- Enabled \$1M in new premium revenue by overseeing the creation of the AARP Small Business Insurance Program and supporting various demand generation activities.
- Doubled AARP membership transactions in 3 years to 80,000 in 2015 generating \$800K in revenue through various prospect and customer communications, including a new online service center targeted banner advertising promotion campaign.
- Enabled increase in customer retention, achieving a 40% increase in open rates while doubling content click rates, by creating a targeted new customer Welcome Newsletter.
- Achieved a 25% improvement in cross sell marketing results, leading to a 4 point retention rate increase, through the creation of a multi-channel marketing approach focused on selling Homeowner policies to Auto only customers.
- Optimized geographic marketing acquisition metrics by up to 40% through the creation of a unique local marketing strategy designed to complement national advertising programs.

Director, Marketing (2008 – 2012)

Accountable for marketing strategy development and media mix execution of several multi-million dollar programs designed to drive profitable customer acquisition and top line premium for the Personal Lines Marketing Division.

- Improved cost per response by 40% and cost per conversion by 30% through the implementation of several new Affinity partnership programs providing millions of incremental prospects access to Auto and Home insurance solutions.
- Outperformed the existing direct mail control position by 50% through the creation of a test and learn culture designed to continually improve response to direct mail advertising.
- Improved cost per response by 50% over 3 years and improved lead quality through a multi-channel campaign designed to create customer awareness and demand generation.

Reid Marketing & Consulting, Granby, CT**2007 – 2008***Founder and Principle*

Strategic marketing and consulting services business, specializing in strategy planning, product management and development, sales strategy and direct to consumer analytics, execution and measurement.

- Held acting General Manager role for a \$6 million direct mail solutions business. Supported and validated 2008 Operating Plan, built strategic Business Plan, and implemented sales staffing plan.
- Provided a Marketing, Sales and Business Development Audit for a manufacturer of specialized business forms and systems, resulting in the implementation of a new strategic planning approach to defining 2008 objectives and an enhanced marketing lead generation program.

ADVO, Inc (Currently Valassis), Windsor, CT**1997 – 2007***Vice President, Marketing Solutions (2004 – 2007)*

Accountable for leading multiple marketing departments including all Targeted Insert Products generating nearly \$500 million, Strategic Targeting Services, Marketing Intelligence, and the Marketing Logistics/ Pricing team.

- Launched a strategic selling program designed to drive \$20 million by aligning advertiser spending with key seasons, holidays and events resulting in relevant creative and offers for consumers.
- Generated \$65M in savings by leading a cross functional team and creating an innovative approach to labeling packages. This also enabled new targeted mailing opportunities at a reduced cost.

Vice President, Strategic Accounts (2003 – 2004)

Led a cross-functional sales team consisting of five associates from Sales, Marketing, Targeting, Client Services and Finance assigned to align ADVO's capabilities, products, services and expertise against Sears and Home Depot's business and advertising objectives.

- Drove \$8M in new revenue from a National Account client by leading a cross functional team and developing unique approaches to penetrating decision makers and aligning advertising capabilities to client business needs.
- Doubled category revenue to over \$32M, through the development of a Telecommunications vertical strategy aligning products to client needs, increasing category sales to represent 25% of team sales.

PREVIOUS PROFESSIONAL EXPERIENCE**ADVO, Inc, Windsor, CT****1997 – 2007**

District Sales Manager, Northeast Region – Edison, NJ (2002 – 2003)

Vice President, Strategic Accounts Management – Dallas, TX (1999 – 2002)

Vice President, Regional Marketing – Dallas, TX (1997 – 1999)

EDUCATION/TRAINING

B.A. Business/French, Franklin and Marshall College, Lancaster, PA

Institute of European Studies, Nantes, France

American School of Paris, Saint Cloud, France

Leadership Foundations Program, The Hartford & Development Dimensions International

Change Management Certification Program, Prosci

Inside Out Coaching, Inside Out Development