

David J. Mayer

4707 N. Idlewild Ave

Milwaukee WI 53211

(414) 332-3678

djmayer@ameritech.net

<http://www.davidjmayer.net/resume>

<http://www.linkedin.com/in/davidjmayer>

Summary:

Marketing Communications & Technology Professional with 23+ years of experience using databases, multimedia, the Internet and Customer Relationship Management (CRM) to help firms digitally transform their businesses within roles crossing the Financial Services, Advertising and Consulting industries

Employment Objective:

Help organizations meet their business & marketing objectives through the effective application of Internet, advertising, consulting, project management and software development experience, bridging the gap between Marketing and Information Technology.

Personal Objectives:

- Direct the strategy, design, development, implementation, and evaluation of marketing technology initiatives
- Utilize my marketing, financial analysis, sales expertise, refined communication skills, creativity and problem solving capabilities
- Merge my CRM and Internet experience within a direct to business and/or direct to consumer environment

Recent Performance Metrics:

eCommerce

- Created and executed a comprehensive five year, Internet Strategy which included client segments, multiple channels, Internet branding, communications plan, marketing plan, and Technical Infrastructure elements
- Designed, developed, deployed and managed 28 URLs, 15 Internet Sites across multiple channels with 1700 content pages, 2500 documents, 6 Internet Applications and 6 Servers
- 43% annual compound growth rate in number of Visitors
- 57% annual compound growth rate in number of Page views
- 25% annual compound growth rate in number of Downloads
- 1.8 Million total visitors with 10.8 Million Page Views
- Organic Search Results: 15+ core terms with a Google page rank ≤ 30 , 10+ core terms with a Google page rank ≤ 10 , all terms having Average results > 30 Million

CRM

- Defined corporate CRM strategy within context of sales and marketing objectives,
- Provided thought leadership on issues related to the design, development, and deployment of CRM
- Designed and deployed Pivotal Financial Services Customer Relationship Management System (CRM) for 15 Business Units, 350 Employees
- Managed data conversions for 28,000 companies, 24,000 contacts, 9,000 leads
- Designed and deployed complex Access Control Security Model for entire business
- Instituted Marketing-based data integrity rules
- Analyzed and applied CRM data to Marketing Campaigns using Pivotal Query and MS SQL tools
- Administrated Marketing Database
- Designed and deployed firm wide Opportunity Model

Professional Recognition

- Member of Ziegler Senior Leaders Group
- Received outstanding Performance Awards
- Consistently exceeded performance expectations

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Professional Experience:

Vice President eCommerce/CRM

2/2006 – Present: The Ziegler Companies, Inc., Milwaukee, WI

Reports to: Senior Managing Director – Technology (CIO)

Direct Reports: (1) Assistant Vice President – eCommerce, Vendors

As VP of eCommerce/CRM, responsibilities included defining the corporate CRM strategy within the context of the firm's sales and marketing objectives while providing thought leadership on issues related to the design, development, and deployment of CRM and eCommerce systems, including direction for the installation, configuration, support and proper use.

- Provided leadership for the installation, configuration, support and proper use of the firm's CRM and eCommerce systems.
- Designed and deployed Pivotal Financial Services Customer Relationship Management System (CRM) for 15 Business Units, 350 Employees
- Designed and deployed firm wide, multiple business unit Sales Opportunity Model
- Introduced firm to the use of Product Lines within CRM as an alternative vision of its core businesses and approach to markets.
- Managed complex and often incomplete data conversions for 28,000 companies, 24,000 contacts, 9,000 leads
- Designed and deployed complex Access Control Security Model for entire business
- Assessed internal clients' CRM and eCommerce needs.
- Drove CRM and eCommerce business requirements gathering and development.
- Applied proven communication and problem-solving skills to guide and assist the user group on issues related to the design, development, and deployment of CRM and eCommerce systems.

Vice President eCommerce

10/2001 - 1/2006: The Ziegler Companies, Inc., Milwaukee, WI

Reports to: Senior Managing Director – Marketing (CMO)

Direct Reports: (1) eCommerce – Editor, Vendors

As VP of eCommerce, responsibilities included defining and executing the eCommerce vision and branding and marketing strategy which was used to help to shape the overall brand of the firm. The adopted Internet branding strategy was the firm's first comprehensive approach to branding.

Worked with the Executive Management team to define a five year corporate e-commerce strategy. Created Developed business plans and annual budgets for e-commerce function. Analyzed and assessed the effectiveness of all existing operations and current needs based on new technology and market competition. Worked with Business Units to improve, develop and advocate new promotional opportunities for firm's products and services through Search Engine Optimization and Pay Per Click programs. Supervised internal and external development efforts including content design and update. Managed the day-to-day e-commerce operations, maintenance, and performance measurement of the company website (internet and intranet.) Directly supervised employees. Carried out supervisory responsibilities in accordance with firm policies.

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Vice President e-Business

6/2000 - 8/2001: Robert W. Baird, Inc., Milwaukee, WI

Employed all forms of online media optimization for targeted campaigns to multiple targets, including search, portal and media sites. Worked closely with business units and database groups for Web Site behavior reporting, tracking, analysis, and optimization. Worked closely with Communication, Marketing and Training Departments to develop and conduct communication, marketing and training campaigns across its business units regarding the Web Site's content and functionality. Worked closely with internal business units and Marketing Department to conform to online & offline marketing strategies and the development and implementation of marketing programs.

Advertising/Interactive Account Supervisor

6/1999 - 6/2000: Laughlin Constable, Milwaukee, WI

Responsible for the advertising agency/client relationship. Managed agency's resources to meet and exceed client's Internet needs. Provided team members with solid perspective and leadership in the development of superior Internet products. Responsible for the development, motivation, and training of team members.

Education:

Master's Degree

11/1989 Keller Graduate School Of Management, Milwaukee, WI (G.P.A. 3.6, 4.0 basis)

Emphasis: Marketing. Graduated with distinction. Completed a three-year program within two years.

Related M.B.A. Experience: Conducted a marketing research study that discovered marketing opportunities within a banks existing customer base. Prepared a comprehensive business plan for a local residential moving company that produced a 25% increase in sales and obtained needed funds. Investigated new product strategies. Explored alternative distribution channels for industrial products. Developed complete advertising campaigns.

Bachelor's Degree

5/1985 University of Wisconsin - Milwaukee, Milwaukee, WI

Major: Finance. Received high marks in Strategic Planning, Accounting, and Finance courses. Personally financed all college expenses.

Continuing Education

- Graduate level coursework in Project Management and Database Management
- Completion of Integrity Selling course work
- Continuous software knowledge expansion
- Expert level knowledge in wide range of software packages

Personal:

- Accomplished offshore sailboat racer. Enjoy hiking, camping and snowboarding