

Kathy D. Meyer, MBA

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SUMMARY

Global business development professional with MBA and proven expertise in increasing revenue and customer satisfaction. Demonstrated accomplishments in business development, analytics, technology solutions, project management, leveraging consumer insights, relationship management, and creating consensus across organizations. Innovative, results driven team leader with customer focused attitude and big picture outlook that meets and exceeds strategic goals in dynamic, fast-paced environments.

PROFESSIONAL EXPERIENCE

FedEx Experience 2006 to Present

FedEx Services:: Digital Product Manager

6/12 - date

Responsible for print configurators and Dynamic Lead time of print jobs sections of Print Online Retail and Corporate sites in the US and Canada. (FLEX and new HTML5 platform)

- Responsible for working with functional groups: retail marketing, product marketing, finance, pricing, and IT to bring new features into production to increase revenue.
- Project management and creation of requirements documents, mockups, flow charts and test cases that support the development and testing cycle.
- Manage customer experience and usability enhancements through creation of requirements, feature validation testing, UAT and launch.
- Project management of defects through resolution process including leading root cause analysis and determination.
- Sought out and maximized opportunities for revenue growth and customer satisfaction improvement.
- Manage and access focus group data and usability testing data of new concepts for the 5 new configurators with the HTML5 project.

FedEx :: Business Development Manager

3/11 – 6/12

Responsible for lead generation of new partners through implementation for FedEx Office Place the Beacon initiative. Generated prospective client lists, conducted sales calls, negotiated contracts and implement agreements over the phone and face to face.

- Responsible for identifying strategic partners for FedEx Office to increase online product sales and in-center. A few key successes from initial sales call, presentation, negotiations of contract and implementation – Amtrak, Alaska Air Boardroom, 99Designs, MyLLC, Dell, Southwest Airlines, Hertz and Docusign. Other prospects presented to and reached agreements with Starbucks, AA, TXU, Blackboard, and Canon.
- Developed sales presentations, strategic business plans, and business reports for external meetings with prospects and partners.

- Responsible for conducting research into new products and services for increased sales potential – electronic signature, videoconferencing, and crowd sourcing for creative work.
- Strengthened working relationships with clients and partners utilizing excellent communication techniques.
- Relationship management of over 500 online affiliate partners with revenue over \$10m. per year.

FedEx :: E-commerce 3rd Party Alliance Manager

9/06 – 2/11

Technical project management for software releases of third party vendors, EFI (Online Personal Products), Pitney Bowes (Direct Mail), EZ Prints (Online Custom Products), VistaPrint (Design & Print) , and HP Snapfish (Photo gifts).

- Lead FedEx office expansion efforts through the creation and launch of Design & Print Center both online and in over 1,800 retail location kiosks with VistaPrint.
- Responsible for strategy development, converting overall business and marketing requirements into concrete goals, strategies, road maps, analysis and project planning for successful execution on the 3rd party hosted web sites with EZ Prints, EFI and Pitney Bowes.
- Evaluated, analyzed and translated customer data into content opportunities and product and service marketing plans that anticipate customers' current and future needs.
- Analysis and planning of websites to include: statistics, usability testing, surveys, and other research tools to understand impact of new or revised elements of a site. Monitoring site research and data patterns for input online strategy development.
- Identified, engaged and leveraged internal and external resources required to launch and maintain Design & Print Center online and in-center including web service technologies. Legal contract process took 9 months of cross functional participation and review.
- Relationship management of 3rd party vendors and agencies relationships to ensure they are always providing their best work.

Julden Group :: Sr. Manager, Client Services

3/05 – 9/06

International web strategy, web design, and information architecture web & marketing consulting for Nokia: Europe, Middle East & Africa, Nokia Convergence Products in Europe, and Nokia Mobile Phones.

- Created and supported client relationship strategies for existing global customer base and for new customers.
- Conducted qualitative and quantitative research for EMEA team. Defined target audience and goals for each marketing campaign. Determined timeline, deliverables and resource allocation for each project. Customer facing content and conversion expertise for European and South American sites.
- Global web initiatives and web strategy development through implementation for 5 European countries including content, user experience, metrics and conversion for Nokia client. (Poland, Germany, Italy, France, Belgium)
- Directed launch, product development, enhancement and marketing for European sites for Nokia EMEA clients including 360 marketing plans with clients that integrated onsite trade activities with online marketing such sports, music and fashion campaigns.

NOKIA Experience August 1997 to March 2005

NOKIA :: Sr. Digital Marketing Manager

8/97 – 3/05

Business-to-Consumer Web & Mobile Marketing for NokiaUSA.com, NokiaHowTo.com, NokiaInStyle.com, and NokiaUnwired.com. Directed profitable operations while managing a department budget of over \$5 m. Recruited, trained and managed performance of eighteen technical professionals responsible for content development. Responsible for vendor and agency negotiations and relationship management.

- Led the team responsible for planning and developing new sales channels within NokiaUSA.com to showcase and promote music, sports and fashion products & services by developing micro-sites with shopping capabilities.
- Increased site traffic from 1m/mo. in 2002 to 2m/mo. In 2005, yielding annual revenues of over \$10m.
- Initiated and developed online marketing strategy to promote product diversification and sell through of excess inventory of high-end products while also expanding portfolio of products promoted on the site, accounting for 20% of site revenue. Contracted with 3rd parties, that required complex technical solutions and extensive contract negotiations. (Handango, Let's Talk and Moviso)
- In 2004, initiated consumer-centric usability testing of site design, yielding 4% satisfaction improvement in 6 months
- Selected by Sr. VP to lead global web strategy team of web & CRM to develop 5 year strategic plan, resulting in fact-based performance metrics and global customer-centric design standards.
- Mentored by Sports Marketing Director for event and sponsorships including Nokia Sugar bowl for 6 years.

NOKIA :: Creative Online Manager for US, Chile & Brazil

8/01 – 3/03

NOKIA :: Web Startup Manager

9/98 – 8/01

NOKIA :: Marketing Analysis & Planning Manager

8/97 – 9/98

EDUCATION

Masters of Business Administration, Dallas Baptist University

Specialization in Marketing

Certified Mediator, 1996

Bachelor of Science, Oklahoma State University

Majors: Accounting and Management Information Systems

PROFESSIONAL ASSOCIATIONS & COMMUNITY SERVICE

- DFW Internet Marketing Association
- Dallas Blue Executive Association

DECA, State Judge, 2015, DECA District Judge, 2014 & 2015

Adjunct professor, Dallas Baptist University, 2005 to present. Undergraduate classes of Introduction to marketing research and analytics and introduction to marketing, graduate level courses of Creative problem solving, Market research and Introduction to marketing.

Hunger Gladiator & Ambassador, North Texas Food Bank, serve as marketing and business development advisor at events from NFL events, present to groups to create awareness and encourage volunteer outings and donations.

Chairman, FedEx Retail Marketing Department of 90 professionals. Managed a Community service team of 12 volunteers for over 7 years. Led 4 events per year including support of March of Dimes, North Texas food bank and Mi Escuelita.

Volunteer, The Bethlehem Center community garden in South Dallas. Fundraising, program development, presentation and kitchen support. 2014-15

Girl Scouts

- Co-leader, Ambassador level, Troop 650, advisor to 2 Gold award candidates
- Co-Leader, Juniors Girl Scouts, Troop 3230, advisor and support of Bronze award

Local church Volunteer

-2013-15 Missions chairman – strategy development, program creation, and tactical support

Honorable mention in preface, *Marketing by Pride & Ferrell*, 2016 textbook