

Shawn Goodin... LEVERAGING MARKETING AND TECHNOLOGY TO DRIVE BUSINESS VALUE

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Marketing Technologist and Operations Executive (CMO, SVP, VP) with a proven ability to build and deliver a customer-obsessed, always-on, omnichannel marketing experience that transforms companies. Experience defining and owning marketing technology/business roadmaps, heading and transforming digital marketing organizations and leading the customer journey. Deep understanding of Finance, Insurance, Consumer Goods and Retail industries.

- **Transformational Executive:** Strategic leader and smart risk taker with a talent for transforming marketing capabilities, platforms and operations by optimizing the marketing technology stack, driving agile transformation across marketing operations, and leveraging data, insights and analytics to improve marketing outcomes.
- **Thought Leader:** Industry-recognized MarTech thought leader with a knack for delivering creative, data-driven, digital marketing solutions. Advisory Board member of MarTech Conference and CDP Institute. Influence senior executives and C-Suite in high-stakes decision-making, negotiations and strategic partnerships. Keynote speaker at global industry conferences. Named to Synthesio's "30 Tech Marketing Leaders Changing the Industry" list in 2017.
- **Bridge Builder:** Transparent, data-driven decision-maker who brings people, teams together and closes gaps between Sales, Marketing and IT organizations.
- **Customer Obsessed:** Deep passion for creating world-class customer experiences that drive top-line growth. Numerous successes delivering highly personalized, cross-channel consumer and mobile marketing experiences.

Leveraging Expertise in Marketing Technology & Operations to Deliver Exceptional Customer Experiences

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| ▪ MarTech Vision and Roadmapping | ▪ Agile Transformation |
| ▪ Strategic Planning and Execution | ▪ Continuous Improvement |
| ▪ Business Capability Mapping | ▪ Scrum Development |
| ▪ IT and Marketing Alignment | ▪ High-Performance Team Building |
| ▪ Customer Journey Mapping | ▪ Marketing Insights Analytics |
| ▪ Customer Experience Personalization | ▪ Digital Transformation |
| ▪ CRM Marketing Automation | ▪ Data Management |

Transforming Companies through Digital Marketing Technology and Solutions

JPMorgan Chase, San Francisco, CA

2016 – Present

MARKETING CHIEF TECHNOLOGY OFFICER

Recruited to build, execute and own multiyear Marketing Technology roadmap to enhance customer communications and drive revenue growth across 57 million active customers. Spearhead efforts to expand marketing capabilities, enhance content management, and improve customer data management; lead business capability mapping and digital transformation, Chase Loyalty Platform (Ultimate Rewards) program, customer journey mapping and design thinking workshops. Also oversee marketing technology stack strategy, manage vendors supporting 50+ marketing applications and direct a team of 100+ product managers, software developers and marketing operations personnel. Manage \$32M budget.

- Transformed marketing by aligning with IT, reigning in customer data, facilitating personalization at scale and enabling JPMorgan Chase to communicate with its customers across all traditional and digital/social platforms.
 - Generated \$500K growth in 2018 for Ultimate Rewards program (\$6.2B in points).
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- Optimized data and maximized customer value by ensuring marketing solutions were fully and seamlessly integrated; laid foundation for world-class next best action AI modeling platform and behavioral analytics, insights and experimentation.
- Delivered transformative marketing solutions that generated \$260MM NPV growth over three years.

The Clorox Company, Oakland, CA

2013 – 2016

DIRECTOR, MARKETING TECHNOLOGY

Recruited to transform Marketing organization through technology and innovation. Led efforts to close gaps between Marketing and IT organizations and help drive Clorox's 2020 vision. Developed marketing platform strategy, multiyear roadmap, consumer personas, empathy maps, customer journey maps and "marchitecture" model to "right-size" technical investment and governance framework and align IT and Marketing communications. Developed capability mapping frameworks to inform marketing stack and data investment strategy.

- Grew engagement 6%, creating \$73M in new revenue through always-on, highly personalized marketing.
- Advanced enterprise 2020 vision to build a data-driven Marketing organization; automated manual tasks, aligned marketing and technology functions, and instituted agile approach to drive transformation and reduce risk.
- Created an end-to-end omnichannel marketing experience for the Clorox brand, establishing a single user interface that allowed customers to connect across mobile, email and social platforms.
- Directed agile innovation program enhancing delivery speed, while minimizing the risk of over investing in technical platforms.
- Managed a 60 person team with diverse product, marketing and technology skills.

Northwestern Mutual, Milwaukee, WI

2012 – 2013

DIRECTOR, DIGITAL MARKETING

Led efforts to transform Northwestern Mutual's digital marketing strategy and rebuild content around an updated branding strategy. Oversaw all digital marketing initiatives providing social media thought leadership, driving consumer experience web redesign, leading new agency selection, managing vendor relationships and developing a consumer-centric digital program grounded in personalization, engaging content and customer experience across 7,000+ websites.

- Transitioned from product to lifestyle marketing strategy centered upon core values of the customer; built NCAA and March Madness campaigns tied to customer values.
- Developed and introduced an integrated multiyear roadmap that delivered on brand initiatives, fostered customer engagement and enhanced lead generation for field sales teams.
- Redefined social media strategy from sales-focused to relationship building.
- Delivered FINRA and SEC compliant social media capabilities at scale to company's 50,000+ financial service representatives.

SC Johnson and Son, Inc, Racine, WI

2005 – 2012

GLOBAL DIGITAL MARKETING PLATFORM MANAGER

Spearheaded initiative to centralize and streamline global web development. Led digital marketing team overseeing internet platform globalization project and driving mobile/social media technology strategy. Automated processes and developed predictive analytics tools supporting personalization for CRM programs. Directed RFP process for new email service provider and customer database vendor.

- Generated \$2M cost savings by scaling web development, upgrading infrastructure and creating a single global content management site.
- Built and managed global digital marketing services supporting US, Europe and Asia operations.
- Selected mobile platform, defined implementation strategy, and optimized site for mobile devices. Drove site expansion into mobile arena.

Internet Startup Experience

Senior Product Manager, Revenue.Net (Ad Platform), Oversee.net, Los Angeles, CA

2011-2012

- Established product roadmap and led redesign of core advertising engine for late-stage startup.
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- Increased client satisfaction and profitability by simplifying, redesigning advertising portal and driving personalization efforts.

Director, Product and Technology, FlashSeats.com, Los Angeles, CA 2010-2011

- Improved sales within the first two months by designing and delivering a functioning platform prototype; coordinated efforts to define, develop and deploy Flash Seat's patented Ticketing Exchange Platform for electronic ticket resales (US Patent #6,496,809).

Director, Product and Technology, SmallPlanet.net, Los Angeles, CA 2009-2010

- Led development of web-based social media platform for very early-stage startup; developed working prototype of Mobile Social Networking application and mobile Bluetooth location-based service to build community.

Earlier Experience

Senior Product Manager | Web Application Developer, Accruent/MyContracts.com Santa Monica, CA 2003-2009

- Grew revenue by redeveloping next-generation Enterprise Contract Management Suite.
- Improved usability and reduced customer support calls; cut system integration time by standardizing Business Objects Reporting product line.

Education

Masters of Information Technology, American Intercontinental University, Los Angeles, CA 2000

BA, Cultural Anthropology, University of California, Los Angeles, CA 1995

Professional Development

Digital Graphic Design Program, UCLA Extension

Professional Speaking/Lecturing Engagements

Advisory Board, MarTech Conference, San Francisco, CA
 Advisory Board, CDP Institute, New York, NY
 Keynote Speaker, MarTech Symposium, Sydney, Australia
 Keynote Speaker, DXS (CMSWire), Chicago, IL
 Speaker, MarTech Conference, Boston, MA
 Adjunct Professor (former), Milwaukee School of Engineering, Milwaukee, WI