

Bill Napier

B2B/B2C Strategic Marketing And Industry Consultant Driving Market Penetration, Revenue, Productivity & Sales Velocity.

billnapier@napiermkt.com

Summary

Contact Information:

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Bill Napier is Managing Partner of Napier Marketing Group and a "SERIAL DISRUPTOR", according to many in the retail industry because of his Retail Rants Blogs. He is also the owner of [www.Social4Retail](http://www.Social4Retail.com), a FREE website dedicated to helping retailers and Brands compete in today's digital marketing environment.

He is known as a strategic "Storm Chaser".

"His knowledge and experience are presented in his thought provoking blog that will challenge conventional wisdom for retailers and brands, challenging them to look under their industry's hood and seek to uncover the critical clues to improving its performance".

Bill has been the chief marketing officer of several small, medium and large companies throughout his career, most notably Ashley Furniture Industries Inc., from 2000-2005. His passion is to help retail brands & brick mortar retailers grow their business by creating, guiding and deploying successful marketing B2B/B2C strategies and solutions integrating traditional marketing with the web/social media.

Website:

<http://www.napiermkt.com>

My Blog

<http://www.social4retail.com/our-retail-rants-blog.html>

My LinkedIn Group:

http://www.linkedin.com/groups/Internet-Strategic-Marketing-Group-Retail-4233005?trk=myg_ugrp_ovr

My FREE Marketing Website Dedicated To Brands & Retailers:

<http://www.social4retail.com>

Facebook:

<https://www.facebook.com/pages/Napier-Marketing-Group-Inc>

Twitter

<https://twitter.com/NapierMarketing>

Expertise:

Home Furnishings Marketing - Brand Development & Management, New Product Launches, Integrated Marketing Strategy, Strategic Planning, Social Marketing, Social Media Marketing Strategies, Business Development, Staff Management, Product Positioning, Strategic Partnerships, Product Pricing, Trade Show Marketing, Marketing Communications, Product Differentiation, Marketing Strategy / Execution

Experience

Marketing Consultant Specializing in Creating, Guiding and Deploying Successful Marketing Campaigns at Napier Marketing Group, Inc.

August 2005 - Present

A B2B/B2C & Home Furnishing industry specialist, consultant, and speaker specializing in creating guiding and deploying successful marketing B2B & B2C solutions integrating traditional marketing strategies with the web and social media. I've worked as the chief marketing officer for some of the industry's largest manufacturers and I'm responsible for creating the largest promotions ever launched in the furniture industry.

I'm a featured writer and speaker in the retail industry. My vast understanding of the issues retailers and brands face to compete in the digital arena, coupled with my humorous interpretation of trends, facts and solutions for helping companies compete, makes for an engaging and informative session for every brand or retailer that attends my sessions.

I have proven expertise in helping manufacturer brands, retailers and companies maximize their sales and marketing strategies, accelerating revenue growth through persistent market penetration from message to channel alignment. We establish consultative, value-based marketing and selling processes. I'm an expert at creating and elevating name/brand differentiation and recognition, generating leads in both growing and mature markets and recruiting/developing sales and marketing teams, while effectively managing costs. Recognized for ability to execute tactical plans; build, guide and sustain successful integrated marketing campaigns; and lead, motivate and inspire teams to meet and surpass corporate goals and objectives.

Areas of expertise:

Business Transformation – Corporate Turnaround • Marketing • Sales & Sales Management • Business Development • Brand Management • Staff Management • Product Positioning • Strategic Partnerships • Trade Show Presentations • Strategic Planning • Marketing Communications • Marketing Strategy /Tactics

Category Experience

Home Furnishings • Retail • Trade • Consumer Products • Technology • Entertainment

25+ Years As Sr. Marketer - 15+ Years Sr. Marketer Home Furnishings at Napier Marketing Group, Inc.

August 1994 - Present

Industry Achievements

- 2005 Promotional Marketing Association – PMA - Gold Reggie for Best Multi-Channel Promotion
- Direct Marketing Association - DMA ECHO Award
- Tempo Awards - CADM (Chicago Area Direct Marketing)
- First Place — Most Innovative Production Technique Used in Business Space Advertising.
- Second Place — Most Creative Business Space Advertising.

Design & Marketing Awards:

- Best Corporate Identity & Advertising Program
- Best Corporate Identity — Business-to-Business:
- Best Corporate Newsletter
- Best Trade Show Materials
- International ECHO GOLD Award - Best Promotion for Use in Direct Mail
- Advertising & Promotional Campaigns Used as Case Studies in the Times Mirror College Text Book — Global Marketing, A Managerial Approach

PROMO:

- Pinnacle Award for New Product Development (MarkeTalkers®)
- Pro Award Finalist for AmeriCause® Consumer Choice Check™

Vice President, Marketing at Home Line Furniture

November 2009 - January 2011 (1 year 3 months)

From a used furniture store - to a global designer and manufacturer of over 3,000 furniture SKU's.

Managed & Directed:

National and local promotional programs,
All national brand campaigns.
New product launches.
All Product photography
All print materials including point of sale, product brochures and merchandising tools.
Manage all communication messages in print, electronic form and TV to strengthen brand awareness/image and reach the target audience.
Manage and direct all corporate vendors; Advertising agencies, production
Web-based marketing that has become the largest web-retail partnership in the industry with over 175 retailers subscribing to Home Line's Web Partner Initiative.
Cross-branding and cross-promotional programs.
Responsible for overall direction of a full range of marketing communications materials.
Lead the creative team that includes designers, copywriters, and production specialists.

Group Vice President at Robinson & Robinson, Inc.

September 2005 - July 2007 (1 year 11 months)

Robinson and Robinson was founded in 1989 and in that year commenced manufacturing leather upholstered furniture in Tijuana, Mexico.

The company has grown every year since its inception and today, employs over 2,000 people, owns over 1 million square feet of custom manufacturing plant, including a high quality wood mill and a bespoke foam conversion plant.

Today, Robinson & Robinson, Inc. has three divisions: LeatherTrend, specializing in leather, SofaTrend in fabric, and EasyTrend in motion upholstery.

The company places great emphasis on design and product development using leading designers throughout the world to create the fashionable products our customers enjoy. Leading retail groups and top individual stores worldwide generate millions of dollars worth of revenues annually. The foundation stones of Quality, Consistency, and Customer Service remain firmly embedded throughout the organization and continue to fuel the company's persistent growth.

Vice President (CMO) - Corporate Marketing & Communications at Ashley Furniture Industries, Inc.

August 2000 - September 2005 (5 years 2 months)

ASHLEY FURNITURE INDUSTRIES, INC., Arcadia, Wisconsin • 2000-2005

A \$3.4B – wholesale - worldwide furniture manufacturer and retailer with 21 product categories;

This position encompasses a strategic and tactical role both in identifying new initiatives that will drive business, and in the hands-on development and execution of programs – ranging from writing of materials, design direction, vendor project management support, including:

National and local promotional programs,

All national brand campaigns.

New product launches.

All Product photography

All print materials including point of sale, product brochures and merchandising tools.

Manage all communication messages in print, electronic and TV to strengthen brand awareness/image and reach the target audience.

Manage and direct all corporate vendors; Advertising agencies, production

Web-based advertising.

Cross-branding and cross-promotional programs.

Responsible for overall direction of a full range of marketing communications materials.

Lead the creative team that includes designers, copywriters, and production specialists.

Vice President Marketing - CMO: Reporting to the Chairman of the Board, I managed the creation, development and execution of all the Ashley Furniture and Ashley Furniture HomeStores integrated advertising and marketing platforms; oversaw brand management and implementation. Managed \$7.5MM catalog/support materials creative department and over 30 departmental employees. Developed creative selling tools, including presentations, customer communication materials, trend reports and product data sheets.

Conducted market research to rationalize category and segment opportunities. Developed pricing model and revenue potential. Validated new product concept; analyzed results and made recommendations for product modifications to meet customer needs. Forged strategic sales and marketing relationships with MasterCard, Country Music Association, Nickelodeon and St. Jude's Hospital.

Managing Director - Owner/Consultant at PMA Network, Inc.

September 1986 - August 2000 (14 years)

PMA Network, Inc was a strategic marketing firm specializing in the development and implementation of innovative strategies and tactics for a variety of industries.

Developed numerous consumer and retail channel marketing programs for General Mills core brands and categories including Yoplait®, Cheerios®, Bisquick®, and others.

Developed and initiated Pillsbury's Pappallo's® in-store strategic promotions for this new product launch. Also developed and initiated consumer and retail channel marketing programs for the Totino's® and Green Giant® brands.

Developed the strategic launch of Pepsi USA's Slice® Industry Exposure

Pizza Hut

Quebecor-World

AmeriTech

General Mills, Inc.

Ocean Spray Cranberries, Inc

The Pillsbury Co.

Gerber Products Co.

Children's Miracle Network

American Red Cross

And many more...

EVP Sales & Marketing

September 1989 - September 1994 (5 years 1 month)

Managed and directed all elements of the business strategy to transform the business from a commodity printing company to a specialized: Primary and promotional product identification resource.

- 1.) Created, executed and managed a 3 year strategic sales and marketing plan that defined the business objectives and facilitated growth
- 2.) Repositioned company from a commodity printer to a resource of printed solutions for Brand Marketers.
- 3.) Directed all marketing and advertising.
- 4.) Assisted in all aspects of sales and operational plans.
- 5.) Developed new products and services for the consumer promotion arena, advertising agencies and niche service companies.
- 6.) Managed and directed all objectives and strategies that facilitated enormous growth from \$20MM to \$40MM+ in 3 years.

Education

Kents Hill School, Kents Hill Maine - University of Minnesota -

Activities and Societies: Varsity Tennis

University of Minnesota-Twin Cities

School of Architecture

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[Contact Bill on LinkedIn](#)