

# Scott P. Noble

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## EXECUTIVE SUMMARY

Marketer with extensive experience developing brands, products and people. Significant product management, pricing and new product development expertise in service and product-based industries. Successfully managed products in all life cycle stages. Proven track record translating customer needs into successful products that grow revenue and market share, drive profitability and enhance brand loyalty. Unique background includes successful work in both corporate / global marketing and agency environments. International business experience in Canada and Asia. Collaborative leader who consistently delivers stellar business results and leads by example. MBA degree. **Seeking a marketing position with a leading firm that requires innovative leaders.**

## EMPLOYMENT EXPERIENCE

**COMPANY CONFIDENTIAL**, an industrial supply and service firm (1) Canada, Australia  
**Marketing Consultant (Remote)** – Developed plans to expand to the U.S. 2019

**SUPPLY CHAIN PARTNERS**, logistics and packaging firm (2) Haddonfield, New Jersey  
**Business Consultant, Marketing & Finance (Remote)** – Evaluated new markets 2018

**FEDEX**<sup>®</sup>, global leader in supply chain and transportation solutions (3) Memphis, Tennessee  
**Senior Product Manager, Marketing** – FedEx Express<sup>®</sup> Freight U.S. Services 2005 – 2017

Direct responsibilities: all marketing, pricing and new product development decisions. Led the turnaround of FedEx Express Freight U.S. Services (FEFS), the \$1.02 billion air freight product portfolio that competes in the \$2.16 billion U.S. market. Grew FedEx 1Day Freight (F1), into a \$714 million flagship overnight air freight product. Transformed FEFS and F1 into highly differentiated, industry-leading, profit engines. Launched new FEFS products and premium value-added services.

**CASTLE ROCK INDUSTRIES**<sup>®</sup>, leader in floor care equipment (4) Englewood, Colorado  
**Brand & Product Manager, Peak Performance**<sup>®</sup> Chemicals

**LEOPARD COMMUNICATIONS**<sup>®</sup>, leading B2B marketing agency (5) Boulder, Colorado  
**Business Development Manager**

**XCEED**<sup>®</sup>, INC., leading e-commerce design and advertising agency (6) Dallas, Texas  
**Managing Director, Accounts** – Herman Miller<sup>®</sup> Online Furniture Store

**FEDEX**, global leader in supply chain and transportation solutions (7) Multiple U.S. Locations  
**Digital Marketing Manager** – FedEx Ship Manager<sup>®</sup> Software

**EDS**<sup>®</sup>, world leader in the application of information technology (8) Multiple U.S. Locations  
**Senior Management Consultant, Healthcare**

## EDUCATION

**Master of Business Administration** – **Strategic Management & Marketing** – Purdue University  
**Bachelor of Science** – **Mathematics & Computer Science** – University of Central Missouri

## SELECT ACCOMPLISHMENTS

### Financial, Profitability & Market Share Results

- **Delivered \$1.02 billion in FEFS revenue; \$366 million in operating profit; +36.5% op. margin (FY18)** (3)
- **Grew FEFS revenue by \$584 million (\$418 million to \$1.02 billion) or 7.0% compound annual growth rate (CAGR) and 29.1 revenue market share points (18.1% to 47.2% - industry leading) (FY05 – FY18)** (3)
- **Grew F1 revenue by \$426 million (\$288 million to \$714 million); 7.2% CAGR (FY05 – FY18)** (3)
- **Delivered \$507 million in FedEx First Overnight Freight (FF) revenue and \$386.8 million in FF operating profit (Q4FY11 – FY18)** (3)
- **Increased GlossTek® revenue by \$4.8 million (\$0.215 million to \$5 million); \$3.9 million in operating profit (78% op. margin) (FY03)** (4)
- **Generated \$42 million from the Herman Miller Online Furniture Store (\$12 million or +40% over plan)** (6)
- **Grew Herman Miller account revenue by \$1.1 million (\$1.8 million to \$2.9 million) or 61% and account operating profit by \$835K (\$665K to \$1.5 million) or 126% (CY00 v. CY09)** (6)
- **Re-engineered a 100 person healthcare claims department, reduced direct labor cost by \$900K and increased the number of patient claims processed by 41% YOY (CY92 v. CY91)** (8)

### Leadership, Strategy & Employee Development

- **Successfully deployed new competitive, marketing and sales strategies and transformed FEFS into a focused niche market leader that is highly differentiated and profitable** (3)
- **Supervised up to 15 employees from diverse functional areas including software engineers, website designers, web content writers, SEO analysts, IT, agency partners, finance and legal** (3, 4, 6, 7)
- **Authored an executive brief to develop automated marketing skills across FedEx Global Marketing** (3)
- **Authored and taught marketing management curriculum to 120 FedEx managers and professionals** (3)
- **Led all FEFS cross-functional quarterly business reviews (Managing Directors, Vice Presidents and above)** (3)

### Product Management & New Product Development

- **Authored / deployed business cases using agile / phase gate software development processes** (3, 4, 7)
- **Created FedEx First Overnight Freight (FF), an ultra-premium early morning air freight product** (3)
- **Relaunched the FEFS product portfolio with guaranteed delivery service to remote markets** (3)
- **Implemented a premium pricing strategy that raised FEFS net rates and fees from 6% to 8% annually** (3)
- **Led the international expansion of FedEx Ship Manager® software (FSM) to Canada and Asia** (7)
- **Authored and developed long-term portfolio roadmaps and product specific value proposition statements from competitive analysis and market / customer-based segmentation results** (3, 4, 6, 7)
- **Conducted direct market, industry and customer-based research in the U.S. / Canada / Asia** (2, 3, 4, 5, 6, 7)

### Brand Management, Promotion & Communications

- **Created “exclusive lifestyle event” campaigns for FEFS that delivered \$42 million in revenue, \$12.1 million in operating profit and 2,268 new customers (URL: <https://freightsweeps.van.fedex.com>)** (3)
- **Created a branded corporate freight portfolio name, FedEx U.S. Freight Services Portfolio®, to effectively position FedEx as the U.S. leader in air, ground, and specialty freight services** (3)
- **Crafted competitive superiority claims for FEFS / FF / F1 based on transit speed, service reliability** (3)
- **Directed a marketing budget of \$3.5 million for the successful “Yeah, We Go There” campaign** (3)
- **Authored customer facing product collateral / assets, online content and sales training modules** (3, 4, 5, 6, 7)
- **Authored creative briefs to select, manage and evaluate advertising agencies and suppliers** (3, 4, 6, 7)
- **Launched GlossTek, an innovative premium commercial floor finish and brand product family** (4)