

## JEREMY WOOLF

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### Summary

I am a senior brand strategist and marketer with a history of helping companies with great ideas find their voices and audiences. I have built global practices (methodology, digital, and social), turned accountants into social media advocates, and helped create brand strategies for complex, technology-first organizations.

I have spent my career in technology and professional services PR and integrated communications, building and supporting brand strategies and communications programs for Fortune 100 companies such as IBM, Cisco, Gartner, KPMG, Cognizant, and Xerox. I have also built and implemented marketing programs for smaller companies, including bipp, CTG, Gusto, Namely, Shazam, and Kayak.

I am a hands-on consultant who has built a reputation for providing creative, research-based counsel.

### Professional Experience

#### Jeremy Woolf Consulting

*Independent integrated communications and marketing agency focusing on strategic services for B2B technology companies and agencies*

**JW**

#### Founder/Owner (New York)

August 2018 – present. Projects include:

- Fractional CMO for [bipp Analytics](#), creating mission, vision, values and purpose, product differentiation, corporate messaging, persona development, voice, tone and style, marketing storylines, and leading marketing communications, product marketing, and user acquisition
- Brand strategist for [CTG](#), leading industry research, analysis of brand positioning, internal and external interviews, messaging recommendations, updating brand architecture, developing positioning, messaging, presentations, and brand activation planning and execution
- Content marketer for [Astound Commerce](#), interviewing executives and writing and designing executive speeches, customer case studies, blog posts, and press releases
- New business development for [Method Communications](#), leading RFP and pitch responses, researching, writing, designing, and participating in new business pitches
- **Core skills:** Brand strategy development, integrated communications planning, and strategy development; Copywriting (speeches, press releases, blog posts, social media, and web copy), content and digital marketing services; Executive social media influence planning and coaching

#### Method Communications

*Mid-sized technology PR firm with offices in New York, Salt Lake City, and San Francisco*

#### General Manager (New York)

June 2019 - November 2019

- New business development (secured \$1.2m in annual billings in three months)
- Client leadership and consulting (led DataStax, Gusto, Terbium Labs, SIIA)
- People management (managed matrixed teams)
- Member of the regional leadership team
- **Core skills:** Integrated communications planning and strategy development; Copywriting; Media pitching; Team leadership; New business pitching; Client consulting



## WE Communications



*Top 25 independent integrated communications agency with \$110m in annual billings and more than 950 employees worldwide*

**EVP, Strategy (New York / Seattle)**

**March 2018 – July 2018**

- Focused on developing and leading B2B and B2C campaigns for Microsoft that incorporated integrated capabilities
- Senior member of internal integrated services team (social, digital, planning, content, creative)
- Contributed to internal initiatives (software and vendor assessment, Momentum methodology, Influencer Relations)
- Lead internal education initiatives
- **Core skills:** Integrated communications planning and strategy development; Copywriting; Budget management; Team training

## Text100 Global Communications (Now Archetype)

**TEXT100**

*I spent 18 years with Text100, a top 30 integrated communications agency and number one US tech agency with \$70m in annual billings and more than 600 employees worldwide*

**SVP, North American Business Development and Marketing Lead (New York)**

**April 2016 – August 2017**

- Ran business development and marketing teams (4 direct and ten indirect reports); Responsible for generating more than \$5m in new revenue in 16 months
- Led or supported teams responsible for winning new B2B and B2C clients, including Veritas, Panasonic, On Semiconductor, Tosy Robotics, Marvell Semiconductors, Sensata Technology, Samsung, Egon Zehnder, Johnson & Johnson, and KPMG
- Created and led initiatives such as 'The Text100' (a proactive senior outreach program); and 'Text100 Social Lounge' (a global employee advocacy program)
- Managed inbound and outbound marketing tactics such as social media community management, blog writing and promotion, social media and media relations newsletters, awards entries, media relations, and executive speaker placement and support
- **Core skills:** New business pitching; Media pitching; Copywriting (email, speeches, web, blog); Budget management; Team leadership; Training

**SVP, North America Digital, and Social Media Lead (New York)**

**2013 – 2016**

- Built a North American team that provided research and analytics, graphic design, web build, social media community management, and influencer relations direction and support (7 direct and four indirect reports); Responsible for generating more than \$11m in revenue over three years
- Provided senior consultancy, retained and project support and training for clients including IBM, Kayak.com, Lenovo, Xerox, Cisco, Schneider Electric, Pegasystems, and KPMG
- Created new services including 'IDEA' (a global, integrated consulting methodology), 'Social Executive Programs' (custom social media/influencer relations guidance for senior executives), and the 'Text100 Measurement Framework' (an integrated approach to analytics)



- Managed new business and inbound client projects (60+ web design and development, infographic design, video production, influencer engagement, social media community management, research, and measurement projects per month); Created and delivered Text100 and client training on topics such as measurement, integrated consulting, graphic design, community management, and influencer relations
- Won industry awards including PRWeek (Best Use of Analytics - Kayak Travel Hacker), Holmes/In2 (Best Use of LinkedIn - Lenovo Partner Network), Lenovo Special Recognition Award (Lenovo Partner Network)
- **Core skills:** New business pitching; Project management; Budget management; Team leadership; Client and team training; Product development and promotion; Social media copywriting; Executive coaching

### SVP, Global Digital, and Social Media Lead (Hong Kong / New York)

2009 – 2013

- Built a global team focused on leading Text100's digital transformation by introducing a range of new digital and social media services; owning professional development and securing agency partners (4 direct and 23 indirect reports); Responsible for \$15 million in global revenue support
- Provided senior consultancy, retained and project support, and training for clients including Nokia, IBM, Lenovo, The MathWorks, Cisco, NXP, and Gartner. Assignments included social media community development and management, executive social media training, blogger identification and strategy development, integrated communications planning, and infographic design
- Created and led initiatives such as the industry's first global blogger survey; 'Text100 Digital Certification' (an international change management program designed to raise the digital IQ of 500 staff worldwide); and Text100's first global Digital Hub (a Malaysia-based unit that met the creative digital needs of worldwide teams)
- Won industry awards including PRWeek Global Awards (Change Management - IBM Digital Academy), Holmes (Digital Agency of the Year - Text100 APAC)
- **Core skills:** New business pitching; Project management; Budget management; Team leadership; Client and team training; Product development and promotion; Social media copywriting; Executive coaching

### SVP, Regional Director, China (Hong Kong)

2008 – 2009

- P&L responsibility for offices in Hong Kong, Shanghai, Beijing, and a license partner in Taiwan (4 direct and 60 indirect reports), responsible for \$8 million in billing. The role encompassed business development and marketing, team recruitment, development and management, client consulting, and campaign oversight
- Provided senior consultancy, retained and project support, and training for clients including Philips, Nokia, IBM, Lenovo, APC (now Schneider Electric), and TNT Couriers. Assignment scope included media relations, blogger relations, and social media campaign development and execution, event concept development and management, industry analyst relationship development, and all forms of editorial content, including speech and book writing
- **Core skills:** Integrated communications planning and strategy development; Copywriting; Media pitching; Team leadership; New business pitching; Client consulting

**Other roles**



- VP, Managing Consultant, Text100 Hong Kong, 2006 - 2008
- VP, IBM Client Advocate, Text100 Sydney, and Hong Kong, 2004 - 2006
- Global Methodology Lead, Text100, Sydney, Australia, 2003 - 2006
- Account Manager / Director / International Director, Text100, Sydney, Australia, 1999 - 2003
- Account Manager, The Presence (integrated communications agency), Wellington, New Zealand, 1996 - 1999
- Creative Writer, Padded Sell (radio production studio), Wellington, New Zealand, 1996 - 1996
- Creative Writer, The Radio Network (radio station holding company), Wellington, New Zealand, 1993 – 1996

**Education**

- Victoria University of Wellington, Bachelor of Arts (English Literature), Wellington, New Zealand, 1988 - 1990