

Derrick Walker

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Core Competency: Experienced marketing executive who has successfully elevated multiple brands, developed innovative marketing campaigns that captured customers' attention, and built effective, collaborative marketing teams. Adept at capitalizing on strategic market opportunities, translating the consumer voice into business actions that produce customer delight, and growing revenue and market share through relentless execution of strategies.

Experience:

PEARSON INC

March 2018 - Present

Vice President Brand and Marketing

- Responsible for strategic consumer marketing, brand development, digital marketing, customer relationship management, and e-commerce P&L management.
- Led the development and execution of the marketing strategy that acquired over one million new Pearson+ customers in the first 18 months after product launch. This new product generated a multi-million-dollar revenue stream with high growth potential.
- Achieved a 3x increase in profitable YOY revenue by expanding our total addressable market and extracting more revenue from existing customers.
- Increased awareness by 60% and product familiarity by 35% with differentiated creative in marketing channels such as social media, digital audio, search, out-of-home, influencer, and connected TV. These full-funnel marketing campaigns extended our reach and delivered compelling emotional and rational reasons to buy.
- Increased customer retention by 5x. Identified key customers with the greatest propensity to return based on their engagement. Created personalized marketing communication incentivizing existing customers to continue their subscription. Focused on core metrics such as churn rate and customer lifetime value to target best customers and develop communication strategies.
- Instituted a test and learn culture that allowed us to quickly identify untapped opportunities and refine our conversion funnels.
- Decreased customer acquisition costs by 80% by optimizing key marketing channels and associated audiences. Utilized behavioral insights to improve conversions across the funnel while identifying the optimal bidding strategies that balanced cost and effectiveness.

DXL RETAIL GROUP

May 2012 – January 2017

SVP of Marketing, Chief Marketing Officer and Head of e-Commerce

- Responsible for defining DXL's brand experience, building brand awareness, and increasing both store and online traffic to drive profitable sales growth.
- Led the design and implementation of the brand transformation that resulted in 13 consecutive quarters of double-digit comp store sales increases. Created a new marketing and brand strategy that emotionally connected with customers, expanded our customer reach, and delivered on the 'reasons to believe' in the brand.
- Grew awareness from 13% in 2013 to 40% in 2016 by focusing our omni-channel marketing initiatives on key customer segments. Built inspiring campaigns that motivated consumers to shop our brand while reinforcing the brand essence to grow top of mind awareness.
- Executed acquisition strategies that increased our customer count by 35.5% annually. Delivered compelling digital media strategies that included effective programmatic ad targeting, development of unique social media campaigns, and successful remarketing campaigns.
- Increased loyalty members by 17% which led to a 30% increase in member revenue by revamping our customer loyalty program, strengthening the perceived value of the incentives, and creating tiers that were more reflective of customer behavior.
- Grew ecommerce sales by 13% annually. Developed the digitalization strategy that transitioned the company from traditional media to a digital first approach. Managed the P&L for all e-commerce platforms. This included 6 websites, third party affiliates, Amazon, and international online operations.

LENSCRAFTERS, a division of Luxottica Group

December 2009 – November 2011

Vice President of Marketing

- Responsible for brand strategy, marketing strategy and execution, service offer development, traditional and new media, and creative. Managed the \$100 million marketing budget.
- Increased customer acquisition by 1.9% which reflected the first growth in over 9 years. This was accomplished by leading a cross functional team to develop new service offerings based on the needs of core customers.
- Increased profitability by 8% in 2010 as part of the 3-year brand and marketing strategy plan we built. Revitalized our brand story with a new set of "Reasons to Believe" in Lenscrafters. Instituted branding principles and guidelines that ensured we were communicating our messages in ways that elevated our emotional connection with the customer, increased top of mind

awareness, and garnered greater brand loyalty. Built strong differentiators that minimized the need to communicate promotional offers.

- Led customer segmentation effort to identify key target customer groups, their attitudes, lifestyles, behaviors, and overall requirements. Built a segmented marketing plan that effectively communicated to different target audiences in a more relevant, specific, and meaningful way.

FINISH LINE, USA

December 2006 – September 2009

Vice President of Marketing

- Responsible for brand strategy, creative development, customer loyalty, direct marketing, visual merchandising, and events/sponsorships.
- Increased comp store traffic by 3% and increased brand awareness by 50% during the campaign period by developing and executing a new brand strategy that was bold, differentiated, and traffic stopping in the mall. The brand campaign flowed through key consumer touch points such as the web, stores, television and print advertising, and viral mediums. The brand campaign was recognized by industry peers and earned a RACIE– Retail Award for Creativity, Innovation, and Excellence.
- Grew loyalty customers by 30% through partnership with store operations. Communication and messaging were redesigned and elevated, incentives for sign-up were created, and the ongoing value proposition of the program was better structured and articulated.
- Increased YOY direct sales by 60%. This was accomplished by segmenting our customer base and identifying the best customers for our communications. This also increased customer engagement by 25% and retention by 10%.

RADIOSHACK CORPORATION

July 2004 – December 2006

Director of Marketing

- Responsible for marketing strategy, e-commerce marketing, customer research, and promotions.
- Led strategic business initiatives to reshape the customer experience at every touch point. Based on customer research, redesigned key store locations and segmented merchandise to appeal to the specific target audiences in distinct geographies.
- Increased customers acquired by 5% while reducing advertising cost by 15%. Prioritized customer segments based on each customer group's net contribution to shareholder value. Created localized merchandising plan based on the needs of each segment.
- Led online media buying efforts and managed the affiliate, e-mail, consumer shopping engines, and paid search programs. Achieved an average online marketing ROI of 250% through effective optimization of these online programs.

CSC CONSULTING

Principal

July 2001 – June 2004

Senior Consultant

September 1998 – June 2001

Consultant

September 1996 – August 1998

Associate Consultant

September 1995 – August 1996

Clients included Michaels Arts and Crafts, Brooks Brothers, DirecTV, Valvoline

- Determined the life cycle maturity of each product and developed strategies to effectively improve their market position.
- Developed a price elasticity model to determine optimal price points and maximize sales and profitability. Utilized the model to improve the accuracy of ad sales forecasts.
- Set forth the necessary policies, procedures, and processes to effectively sell discontinued, excess, and seasonal merchandise from stores while maximizing profit margin. The result of this endeavor led to a cost reduction of \$3 million annually.
- Examined the customer experience, identified improvement opportunities, and reduced the cost to serve customers by 25%.
- Collected customer insights to identify and secure value propositions for the customer. Segmented customers based on volume, profit contribution, and order activity. Prioritized each customer segment and crafted unique strategies to better serve them and grow them profitably.

Education:

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, Massachusetts

Master of Science in Management, MBA

Master of Science in Mechanical Engineering

CENTRAL STATE UNIVERSITY, Wilberforce, Ohio

Bachelor of Science in Manufacturing Engineering, *Summa Cum Laude*

Language Skills:

Elementary proficiency in spoken Mandarin