

KRISTIN K. GUTHRIE

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CHIEF MARKETING OFFICER

Dynamic Executive with experience leading Sales, Marketing, Operations, Strategic Planning, Customer Service, CRM, and Customer Experience in both B2B and B2C environments. Industries include: insurance, financial services, consumer electronics, aerospace, home security, consulting, and retail. Effectively utilizes direct response, branding, and CSAT efforts to gain multimillions in new sales. A turnaround pro, bringing transformation from 3% losses to 60% profitability. Areas of Expertise:

Marketing Acumen

Six Sigma Methodologies

Customer Experience

Sales and Business Development

Operations Leadership

Revenue Optimization

EXPERIENCE

TRONIC, Dallas, TX

05/2023 – Present

Chief Marketing Officer

Played a pivotal role in creating a robust lead pipeline by providing strategic insights and data-driven metrics that highlighted the startup's market potential and the tangible value delivered to customers.

- Orchestrated full-scale execution of multi-channel marketing campaigns, leveraging digital, content, and social media strategies that boosted brand visibility and generated an 80% increase in leads.
- Assumed additional responsibilities as COO during the startup's early stages, overseeing day-to-day operations, budget management, resource allocation, and NP&SI.
- Conducted comprehensive pricing sensitivity studies to optimize pricing tiers, resulting in a forecasted 20% increase in average revenue per user (ARPU)
- Utilized market insights and competitive analysis to identify emerging trends and customer needs, guiding the development of new features and enhancing the product roadmap.
- Leveraged competitive insights to refine product positioning, differentiate offerings, and develop compelling value propositions that resonated with customers.

ICW GROUP INSURANCE, San Diego, CA

06/2016 - 02/2023

Senior Vice President Customer Experience and Marketing, 04/2019 - 02/2023

Spearheaded marketing strategy, identifying and delivering measurable marketing programs and materials to support the company's business and financial goals in return on investment (ROI), objectives and key results (OKR), and key performance indicators (KPI).

- Deployment of new HR service offering resulted in engagement and retention of target customer segment valued at \$512M.
- Oversaw, developed strategy for, and helped execute online and offline marketing initiatives. Integrated digital media, email, print, direct mail, social media, company websites, SEM/SEO strategy development (Facebook, LinkedIn Navigator, Twitter), brand awareness, drip marketing, and partnership marketing.
- Developed and executed Go to Market launch plans for all products and services: strategic direction, ROI, value chain, customer segmentation, and customer engagement campaigns.
- Led strategic enterprise planning and digital transformation execution of CRM strategy and technology (Salesforce.com). Identified and implemented the digital strategy in a multi-channel environment.
- Managed contact center strategy, related technology assessments, customer service training, workforce planning and deployment of enterprise solutions.
- Gathered market intelligence - key audiences, who they are, how they buy and their biggest issues / opportunities, synthesized the deep insights to ensure development of the right products. Resulted in a 25% reduction in price sensitivity.

- Increased brand awareness and product adoption of safety service subscription portal by 600% within the first 6 months of launching a national campaign, working closely with IT, Field Service, and Sales.
- Capitalizing on quantitative research, identified and launched a new product/service offering designed to increase switching costs (stickiness). Within the first 6 months registrations exceeded forecast by 200%, equating to more than \$125M in impact revenue.

Vice President Customer Experience (CX), 06/2016-04/2019

Authored and implemented market research data collection tools to gather customer feedback (VOC) and customer insight across all touch points and customer segments. Built the world class customer experience team needed to deliver 5-year strategic plan and beyond, including leadership, coaching, and engagement.

- Fueled 71% improvement in actual renewals versus stated intentions, driven by a comprehensive CX strategic improvement plan.
- Successfully launched a new and differentiating service/product that exceeded adoption expectations by 200%+, equating to a potential revenue impact of \$159M.
- Identified CX North Star(s) – best predictive measures to influence new sales/win rates, retention and renewal rates, injured worker outcomes and agent submissions and quote funnel.
- Developed internal CX Taskforce and employee CX certification program to raise the level of CX expertise throughout the organization: empathy program, journey mapping, competitive intel.
- Worked closely with IT to build marketing technology stack over time to create new capabilities to drive increased sales and profitability.
- 32% reduction in at risk, "dissatisfied" customers after implementation of groundbreaking engagement efforts
- Reduced customer complaints by 200% through the architecture and implementation of enterprise wide CRM system, optimizing Salesforce.com to track, assign and manage escalations customer feedback.
- Led the retention analytics team to ensure a data driven culture with a high adoption of experiments.
- Created detailed customer journey maps, service blueprints and personas based on key data, competitive insights, and targeted outcomes to produce a holistic view of customer engagement touchpoints.
- 16% single year, top box score improvement, attributed to new service introduction, resulting in 15M in additional revenue.
- Architected services and support delivery models that aligned with customer segments, delivered customer value, and scaled with growth projections.
- Secured employee engagement portal, delivering a 20X improvement in captured team member innovation ideas and 30% reduction in associated process rework.
- Mobilized the organization to integrate customer-centric work through data-driven insights, executive decision making, leveraging formal/informal networks, and engagement strategies.

CX CERTIFICATION PROGRAM – RUTGERS UNIVERSITY, East Rutherford, NJ

08/2016 – 10/2019

Adjunct Professor and Founding Board Member

Led and developed content of the nation's first graduate-level Customer Experience Program. Content included customer experience strategy, customer and persona insight development, journey mapping, market analytics, facilitation skills, change management and market strategy.

HONEYWELL, Phoenix, AZ

Vice President Customer Experience – Aerospace

08/2013-05/2016

Led the Customer Experience organization for the \$4B Air Transport Business. Responsible for seeking innovative and cost-effective solutions to improve the AT&R customer experience, to include: increasing customer satisfaction, sales effectiveness, marketing effectiveness and ensuring the SBU's customer-centric strategies and metrics were continually improved.

- Built a customer portal to enhance customer experience (CX) & aftermarket revenue, which resulted in increased sales and satisfaction (CSAT); equating to a potential revenue impact of \$1B.
- Improved effectiveness of digital marketing channels 300% by continuously A/B testing copy, distribution methods, timing, segmentation, and content.

- Implemented a consistent approach to gathering customer and associate feedback across all touch points (OEM surveys, customer service and product, online, call center, social media, mobile, email, training academy, TAMs).
 - Led the development of a competitive intelligence engine, increasing knowledge of market changes and competitive insights by 10x through the development of an online, self-fed, searchable repository, monthly newsletter, and real-time desktop alerts.
 - Established holistic end to end processes and systems to measure and analyze feedback and draw insights to identify customer experience gaps and opportunities – making it actionable through strategic partnerships.
 - Led product and strategic marketing teams to drive successful development, launch and adoption of SaaS solutions, resulting in a 10% increase in share of wallet.
 - Led and designed strategic and tactical initiatives to implement and improve customer experience. Resulting in a 64% improvement in overall satisfaction top box scores.
 - Led the development of marketing & sales campaigns, digital advertising, print and online media, ecommerce, content development, blogs and executive communications.
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ADDITIONAL RELEVANT EXPERIENCE

HONEYWELL - Director of Strategic Marketing – Aerospace, Phoenix, AZ

CESSNA AIRCRAFT, Wichita, KS, Director of Marketing & Sales – Customer Service; Six Sigma Master Black Belt Sales and Marketing; Director Business Integration, CRM, and Lead Generation; Director of Marketing, Single Engine

PROTECTION ONE, Dallas/Ft. Worth, TX, Director of Marketing Communications and Operations; Affinity Marketing Manager

TRINITY CONSULTANTS, INC., Dallas/Ft. Worth, TX, Education Business Manager

COMPUSA, Phoenix, AZ, Training Center Business Manager / Marketing Manager

EDUCATION

Master of Business Administration in Marketing, University of North Texas, Denton, TX

Bachelor of Science in Marketing, Kansas State University, Manhattan, KS

Marketing Leadership Education Program (MLEP), The Ohio State University, Columbus, OH

CERTIFICATIONS

NACD Directorship Certification, National Association of Corporate Directors

Certified Customer Experience Professional

Six Sigma Black Belt Certification

Master Black Belt Certification

PROFESSIONAL DEVELOPMENT

Strategic Marketing Plans | Brand Building / Brand Awareness | New Business Development

Customer Acquisition Strategy | Advertising & Promotion | Creative | Media Planning | Sponsorships

Customer Experience (CX) | Market Research | Customer Relationship Management (CRM) |

Marketing Agencies / Media Partners Team Management | Employee Development & Mentoring | Employee

Engagement | Voice of the Customer (VOC) | Digital Marketing | Corporate Communications | P&L Management | Earned

Media | SEO | Change Management | ROMI | Customer Experience Strategy | Leadership | Customer Insight | Program

Management | Collaboration | Analytical | Profit & Loss Management (P&L) | Vision | Insightful | Innovation |

Accountability | Critical Thinking | Fast-paced | Marketing Materials | Coaching | Decision Making