

Pascal Stolz

Phone: +1 (425) 208 1412 -- StolzPascal@gmail.com

www.pascalstolz.com

Seasoned CMO/VP Marketing who rolls up his sleeves and collaboratively gets things done.

- Digital, traditional, omni-channel marketing expertise spanning products & services (experience)
- Innovative and creative thinking balanced with pragmatism (fresh, big-picture thinking)
- Intellectual horsepower (highly analytical & strategic)
- Drives for results in prioritized manner (balanced sense of urgency)
- Highly resourceful (stretches people and money; compresses time)

Areas of excellence:

Brand Architecture, Positioning
Strategic, Operational Marketing

Leadership/Team Development
B2B/B2C Lead Gen Marketing

Financially Minded (P&L)
Strong Tactical Execution

WORK HISTORY AND HIGHLIGHTS

eShop4Golf (startup) - Founder, CMO – Kirkland, WA - (2012 – 2016)

Drove brand architecture, value proposition, lead gen efforts, social media and digital platform development of cloud based E-Commerce online pro-shops offering a zero-friction model for golf course owners: no inventory, no technology knowhow, no infrastructure – simple revenue share model

- Owned all lead gen digital marketing signing 125 paid customers and servicing 427,000 golfers
- Established contractual “drop ship” relationship with 30 OEMs (Adidas, Taylor Made, Puma, Callaway, Cobra) bringing over 40,000 SKUs directly offered to consumer via eShop widget

R2integrated - VP Client Development EDU/Adobe/Tech – Seattle, WA – (2014 – 2015)

Award winning national full service digital marketing agency focused on brand, demand and technology.

- Led agency efforts to forge new strategic client relationships that enable d long-term success and profitable revenue growth. Fresh big picture thinking helped generate \$1M+ net new business
- Developed marketing vision for Seattle University New School of Continuing Studies leading to becoming agency of record for NCS and then expanded to all graduate programs.
- Established R2i west-coast Adobe EDU partnership evangelizing cloud technologies to Higher Ed
- In-depth understanding of marketing strategy, positioning, messaging, insights, analytics, omni-channel, social, etc. across paid, earned and owned audiences

Alerts.com (startup) - Co-founder, CMO & Biz Dev – Bellevue, WA - (2007 – 2010)

SaaS alert delivery technology platform powering digital audience engagement for local TV stations

- Developed brand, vision, strategy, product, consumer experience for multi-mode opt-in delivery platform of alerts & reminders delivered via email, text or voice
- Launched company at DEMO 2008. Self-driven PR efforts landed feature article in WSJ (Walt Mossberg) and multiple awards (2008 Seattle Top 25 Innovator, Top 10 Web 2.0 website, etc.)
- Made successful pivot from B2C to B2B at the early signs of 2008 market turmoil focusing company from “build an audience” to “drive revenue” as the alerts delivery platform for local TV stations. Signed over 50 stations in less than 4 months, increasing user base to over 1m.
- Managed all integrated marketing communication strategies and customer facing materials

Microsoft – Worldwide Managing Director – Redmond, WA (2003 – 2007)

Led fact-based development and implementation of strategic planning process, corporate reorganization, and go to market execution of the Microsoft government vertical including Defense and National Security, Health and Human Services, Public Services and eGovernment.

- Collaboratively worked with Business Group leaders to evaluate business case expansion opportunities, rolling-out worldwide strategy and messaging for identified opportunity areas
- Gained implementation support in terms of business objectives, scorecard metrics, budgets and financial goals from worldwide Enterprise, Small Business and Partner organizations

Microsoft – Worldwide Managing Director (continued)

- Recruited, steered and mentored high-performance leaders to architect and evangelize the worldwide adoption of comprehensive qualitative and quantitative customer engagement frameworks across business units, growing revenue \$400M
- Defined consistent go-to-market engagement roles and commitments across functions and worldwide organization. Innovative approach offered customer centric value propositions which contributed to significant business scorecard and CPE improvements

Consistently reflected on new opportunities to grow revenue and better customer/partner experiences:

- Identified and drove the acquisition of Electronic Medical Record technology platform to serve as the foundation of Microsoft new collaborative Health Vault product offering
- Crafted development of the Lead Strategic Partner program to develop sophisticated industry solutions, rejuvenating the partner ecosystem - \$20m+ net new revenue in 6 months – and demonstrating market leadership across public sector verticals
- Developed and launched an Emerging Markets Pricing Model for Public Sector generating a 4% increase in average price per license while increasing Customer Partner Experience scores
- Assessed and quantified the economic, political and financial threat of Open Source software on the Microsoft Office business leading to the launch of Office XML Open file formats

Effectively and convincingly communicated strategic goals and business results:

- Orchestrated development and delivered annual business review/projection presentations in front of top level management (i.e. Steve Ballmer, etc.) offering a clear, comprehensive, financially integrated messaging, positioning and forward looking strategy for the business
- Presented (on stage) to worldwide enterprise sales organization (MGX) and partners (WPC) receiving top presentation scores. Received the 2006 Executive Briefing Performance Award

Gravitate – EVP Marketing — South San Francisco, CA – (2000 – 2002) – *Sold to Telcontar*

Owned driving marketing strategy and partnership in location based services vertical, launching a voice activated technology leading to being recognized as Top 25 Innovative Wireless Company.

ShopNow.com – VP Corporate Marketing – Seattle, WA – (1999 to 2000) – *IPO*

Developed and managed online/offline strategic marketing efforts and led traffic generation programs generating a ten-fold increase (16m unique) and leading to successful \$87m IPO.

Cobra Golf, Inc. – VP Marketing Worldwide – Carlsbad, CA – (1995 to 1999) – *Sold to Acushnet*

Conceived and led positioning, marketing, advertising, merchandising and product strategies establishing a world renown brand acquired by Fortune Brands for \$780m, a 3.5x top line multiple.

Taylor Made Golf, Inc. – Product Marketing – Carlsbad, CA – (1989 to 1995)

Championed development, go-to-market and launch of industry icon (Burner Bubble) rejuvenating the brand, regaining market leadership and growing revenues from \$180m to \$350m.

EDUCATION & ADDITIONAL

- ◆ MBA — San Diego State University, San Diego, CA
- ◆ BS, International Business — EPSCI, Cergy, France
- ◆ Fluent in French
- ◆ Passion: golf, ski, water ski, coaching (soccer)
- ◆ Executive board member MCEI (Marketing Communications Executive International)