

Pascal Stolz

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Executive marketing leader with start-up to F100 experience from consumer goods to wireless and software.
Deep experience executing growth initiatives across multi-channels and marketing automation.

- 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 | ✓ Leadership/Team Development | ✓ Financially Minded (P&L) |
| ✓ Strategic, Operational Marketing | ✓ B2B/B2C Lead Gen Marketing | ✓ Strong Tactical Execution |

WORK HISTORY AND HIGHLIGHTS

Lamkin Corporation – VP Product & Marketing – San Diego, CA - (2019 – 2021)

Recruited to redefine marketing vision and execution.

- Completely revamped website, product positioning, brand architecture and go-to-market strategy
- Created “Upgrade With Lamkin” driving 30,000+ consumers to retail within three weeks of launch
- Implemented marketing automation workflows converting 30% of leads into customers
- Grew Opt-In DB from 13K golfers to 58K in six months
- On track to grow aftermarket revenue 30% YOY

Screw-it-Again – CEO/CMO – Carlsbad, CA - (2017 – present)

Screw-it-Again (www.screw-it-again.com) is the first WOOD anchor engineered to fix stripped screw holes in wood. Introduced early 2018 the anchor is a warehouse item at ACE, True Value, Do It Best and 17 premier distributors. In just two short years Screw-it-Again is in over 7,000 stores worldwide.

RACE – EVP Sales, Marketing & Business Development – Carlsbad, CA - (2017 – present)

Providing early stage companies the support system they need to go-to-market and grow their business to the next level of success. Clients include screw-it-again.com, bloodline.golf, Martinez hammers, revelation golf, eGull, cirque-it, Case-by-Case and many more.

eShop4Golf (startup) - Founder, CMO – Kirkland, WA - (2012 – 2017)

Drove brand architecture, value proposition, lead gen efforts, and digital platform development of cloud based SaaS E-Commerce platform offering golf course owners a zero-friction model to participate in online eCommerce: no inventory, no technology knowhow, no infrastructure.

- Owned all lead gen digital marketing signing 125 paid customers and servicing 427,000 golfers

R2integrated - VP Client Development – Seattle, WA – (2014 – 2015)

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

- Developed in-depth go-to-market digital marketing programs for multiple accounts spanning marketing strategy, positioning, messaging, insights, analytics, omni-channel and social, across paid, earned, owned audiences. Generated over \$1M+ net new revenues.
- Responsible for managing the Adobe Creative Cloud partnership west of the Mississippi. Recognized as the most effective and successful Strategic Partner on the West Coast.

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.

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

Post Microsoft/DOJ settlement led fact-based development and implementation of strategic planning process, corporate reorganization, and go to market execution of the Microsoft government vertical.

- 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 that led to a 26% increase in overall revenue with a 20% increase in net promoter score.
- Crafted development of the Lead Strategic Partner program to develop sophisticated industry solutions, rejuvenating the partner ecosystem - \$20m+ net new revenue in 6 months
- 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
- 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

- ◆ Certified Vistage Chair (2016)
- ◆ Mentor San Diego Sports Innovators
- ◆ 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)