

# Bradley J. (Woody) Bendle

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## Strategic Marketer & Business Leader

### SELECTED ACCOMPLISHMENTS

- Launched new CRM and Loyalty programs that delivered 5% (\$125MM+) of annual revenues for a global multi-unit / omni-channel retailer
- Reversed a four-year down trend in new account starts and total account funding by shifting marketing investment to measurable digital tactics and holding annual marketing budget flat
- Launched a new Brand & integrated marketing campaign ('Be More Invested' - 2018) that exceeded all campaign performance goals and digital marketing performance benchmarks; including a new commercial ("Race") that scored in the top 1% of all new ads launched the US that year (source – AceMetrix)
- As General Manager with full P&L responsibility, turned around a stagnant eCommerce business (payless.com); doubling revenues and achieved profitability within two years
- Delivered record event attendance and network viewership (three years in a row) for the firm's marquee annual event - American Century Championship celebrity golf tournament - by developing and deploying an integrated PR, digital and social media campaign in partnership with the NBC Sports team
- \$14MM in incremental annual revenue by optimizing \$100MM+ marketing budget through the development and adoption of custom marketing mix models
- Led agency (Strategic, Creative, Media & SEO) reviews, selection, negotiation, onboarding and managed ongoing relationships

### EXPERTISE

Business, Brand & Marketing Strategy / Planning  
B2C/B2B Digital & Linear Marketing / Advertising  
Demand Generation & Lead-To-Revenue Mgmt  
Customer Journey Optimization  
Customer Experience Management  
Consumer, Market & Competitive Insights  
Marketing Mix Optimization  
Building & Leading High-Performance Teams  
General Management & Operations  
P&L Management / Financial Controls  
Agency Review and Management  
Marketing Automation  
Advanced / Predictive Analytics  
Digital Transformation  
eCommerce / Omni-Channel Retail  
Product and Service Innovation  
Continuous Process Improvement

### PROFILE

I'm a strategic and highly analytical marketing executive and business leader with broad industry experience spanning consumer products, multi-unit retail, eCommerce, entertainment, and financial services. I have deep expertise in business / marketing strategy and planning, B2B & B2C digital and linear integrated marketing and advertising, consumer/client insights generation & activation, digital transformation, product / service innovation, continuous improvement, and advanced predictive analytics.

Throughout my career, I've helped global brands generate hundreds of millions in incremental revenues and profits.

I've done this by leveraging data and predictive analytics to generate actionable insights that identify gaps in customer experience, value proposition, marketing mix and operational processes; and develop / implement new marketing programs, processes, products and capabilities to systematically close these gaps and accelerate sales growth and profitability.

### PROFESSIONAL EXPERIENCE

#### Principal Strategic Advisor & Consultant

Next Level Growth Strategies LLC

(2020 – Present)

Darien, CT

Provide strategic advisory and business growth consulting services for organizations spanning a variety of verticals including: digital marketing / advertising, consumer goods, consumer research, multi-unit retail, emerging AI / SaaS technology, and commercial real estate development.

#### Vice President, Marketing Operations and Technology

American Century Investments

(2016 – 2020)

Kansas City, MO

Led B2C channel marketing for a multi-billion AUM retail business; ensuring the utilization of best practices to increase customer engagement and drive incremental business. As a result of several department reorganizations, assumed broader responsibilities for all channels (B2C, B2B, B2B2C) including marketing operations (MarTech), marketing strategy, budgeting, planning, reporting, analytics, project management, agency management, digital & linear media/advertising, PPC and SEO. Member of Privacy & IT Security Offices.

#### Sr. Global Director, CRM, Insights and Analytics

##### Director of Insights & Innovation

##### GM eCommerce

Payless ShoeSource / Collective Brands

(2003 – 2016)

Topeka, KS

Brought in by board of directors and charged with creating / leading new Consumer Insights and Customer Relationship Marketing functions that eventually became 5% of annual revenues. Assigned to lead strategic initiatives that required vision, cross-functional leadership and rapidly deliver new business value including turning around a stagnant eCommerce business – doubling revenues and achieving profitability within two years.

#### Vice President, Marketing Solutions and Customer Analytics

##### Director, Strategic Systems

##### Manager, Real Estate Analytics

Blockbuster, Inc.

(1995 – 2003)

Dallas, TX

Recruited and hired by Vice Chairman and charged with monetizing Blockbuster's 95MM+ customer transactional database by identifying new growth opportunities through advanced predictive analytics. Promoted quickly with expanded responsibilities as a result of exceeding expectations and accelerating the delivery of incremental revenues and profits. Member of Form S-1 filing team.

### BOARD & ADVISORY EXPERIENCE

Service Management Group (SMG) - Client Advisory Board

American Royal Association – Board & Executive Committee Member

Saddle & Sirolo Club – Board Chairman & President

Camps for Kids – Board Member

### EDUCATION

Master of Science (MS) & Bachelor of Science (BS) - Economics

Florida State University, Tallahassee, FL