

## **BILL WINKELMAN**

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### **EXECUTIVE: MARKETING, PRODUCT & OPERATIONS**

Creative, data-driven executive able to drive profitable revenue growth and market expansion through product marketing, analytics, team leadership, strategic alignment and a focus on sustainable and continuous innovation.

#### **SELECTED ACCOMPLISHMENTS**

- Developed Starbucks direct to consumer marketing strategy and revamped and/or created marketing capabilities, customer database, analytics, and lifecycle management including the Starbucks Card and other digital services.
- Created, staffed and managed j2 Global Communications Customer Relationship Marketing and Marketing Analytics functions—decreased customer churn by 8% with a 14% increase in marketing ROI of \$20MM budget. Led consumer and enterprise customer acquisition and retention across all market segments.
- Re-structured Microsoft US Developer Marketing from product to audience focus. Strategy of programmatic communications based on profile and behaviors (online, offline and in product) adopted globally as best practice.

#### **PROFESSIONAL EXPERIENCE**

##### **WINK LOYALTY CONSULTING, Mercer Island, Washington • 2009-present**

Marketing and business consultancy for multi-channel retailers, cloud/hosted service providers and nonprofits.

##### **Principal/Consultant – selected engagements**

- Founding team member of Byndl Inc., a mobile transaction provider offering payments and multi-channel marketing capabilities to service organizations. Acting Head of Online and Retail from August 2011 through April 2013. Currently an advisor.
  - Developed product requirements and product roadmaps for payments, direct marketing, couponing and lifecycle marketing, plus management and provisioning portal for business clients and distributors.
- Acting Vice President, Product Marketing and Marketing and Product management consultant for Nirvaha, a hosted software provider of sales management services (2010 and 2011).
- Strategic planning and interim management for leading mobile payments company on consumer marketing activities from acquisition through usage across all customer segments.

##### **J2 GLOBAL COMMUNICATIONS, Los Angeles, California • 2008-2009**

\$550MM provider of cloud-based communications services including eFax, eVoice, Campaigner and Onebox.

##### **Director of Marketing**

Created, staffed, and managed CRM and Marketing Analysis departments to optimize 11MM accounts. Responsible for eFax Corporate and eFax Free demand generation and customer monetization across all market segments.

- Increased \$20 million marketing ROI by 14% through operational improvements and marketing analytics that tied campaign data, site analytics, and firmographics all the way through expected lifetime value.
- Increased Free to Paid conversion by 100% through multi-channel campaigns and enhanced targeting.
- Reduced Virtual PBX customer churn by 10% through new customer engagement program and updated billing and collection system/business processes.
- Increased Voice Division's average customer lifetime Value by 25% through revamped marketing including updated positioning, plans, feature bundles and inside sales compensation plans and account level analytics that incented division profit versus specific features, plans or brands.
- Led development of global customer database and integration of customers from three acquired companies.

##### **MICROSOFT, Redmond, Washington • 2005-2007**

Global software and services leader.

##### **Group Marketing Manager, U.S. Developer Marketing**

Managed demand generation, lead nurturing, customer retention, content strategy, customer satisfaction and marketing research. Directed agencies, \$8MM budget and all online and offline channels.

- Re-structured marketing from product to audience segment focus. Developed mission and strategies, defined roles/responsibilities and hired staff to manage lifecycle marketing for key audience segments.
- Achieved 100% YOY increase in unique developers engaged—with a 43% decrease in cost/engagement.
- Increased MSDN.com traffic views by 35% with 30% increase in conversion rates, through targeted online marketing, improved site features, and a shared development roadmap with Microsoft's Developer Network.
- Developed segment level content and marketing strategy that improved new profile engagement by 30%—adopted globally as best practice.

**WINK LOYALTY CONSULTING, Mercer Island, Washington • 2003-2005**

Marketing, business, and strategic consulting services for online and multi-channel retailers, hosted software/SaaS providers, content syndicators, nonprofits, telecommunications and payments providers.

**Principal/Consultant – selected engagements**

Networked for sales development, researched markets, and provided strategic and tactical input to clients.

- Developed Go-to-Market plan and product roadmaps for Coinstar's stored value, telephony, and ePayments business lines.
- Retained by First Data for product development and marketing. Consulted with First Data clients to develop/improve business to business channels, loyalty programs, and online services.
- Established marketing framework and plan for customer segmentation, communications, marketing test execution, and analytics for ecommerce site. Hired and trained marketing team and provided strategic support.

**STARBUCKS, Seattle, Washington • 1998-2003**

Global provider of coffee, tea, and food products to businesses and consumers.

**Director, Starbucks Card, 2000-2003****Marketing Director, Starbucks Direct /Starbucks Online, 1998-2000**

Recruited to turnaround Online/Direct subscription/continuity programs; selected to lead Starbucks Card effort.

- Won *President's Award*—Starbucks' highest honor for development and launch of the Starbucks Card.
- Issued 20MM Starbucks Cards worth \$400MM+ in 24 months. Built \$25MM B2B channel through direct sales, out-of-store distribution, and strategic business development.
- Increased Starbucks web sales by >1,000% through Card offerings including multi-tiered loyalty program and automated replenishment service.
- Supervised international launch of Card (Japan and Canada) including vendor and licensee contract negotiations, strategic oversight and standardized processes to speed new market deployment.
- Co-developed the Starbucks Card Duetto™ Visa, a Business Week Best Product of 2003, the first dual-purpose credit and stored value card. Selected issuer and credit card association partners and negotiated contracts.
- Selected as member of committee charged with building management guidelines for the Starbucks brand.

**GROLIER/SCHOLASTIC DIRECT, Danbury, Connecticut • 1991-1998**

\$400MM direct/online marketer of book clubs, digital media and collectibles to families in North America and Europe and a top five global Disney licensee.

**Assistant Vice President, 1997-1998****Director of Marketing, 1995-1997****Senior Product Manager, 1994-1995****Product Manager, 1991-1994**

Fast-track promotion based on strong general management performance of Collectibles Division. Responsible for product development, product management, marketing, operations, licensor relations, and strategic planning.

- Drove Collectibles Division revenue from \$7MM to \$48MM+ over 7 years through new product development, re-positioning existing products, re-allocating a multi-million dollar media budget and expanding into 4 international markets.
- Increased Division's contribution margins 20% through new product development, expanded product portfolio, new offers, price increases and modified packaging and design standards.
- Negotiated contracts and managed licensor relationships including The Walt Disney Company, Dr. Seuss Enterprises, ABC Television, Children's Television Workshop, and The Jim Henson Company.
- Created ten new product lines and 100+ SKUs and retooled development process to cut time to market by 20%.

**EDUCATION****The Wharton School at the University of Pennsylvania, Philadelphia, Pennsylvania**

Master of Business Administration in Marketing and Strategic Planning

**University of Pennsylvania, Philadelphia, Pennsylvania**

Bachelor of Arts in English

**OTHER**

Co-Chair, University of Pennsylvania Alumni Interview Committee of Washington State. Volunteer Consultant for 501 Commons/Executive Service Corps of Washington including Deep Dive technical assessments. Patent for Starbucks Card's online Automated Replenishment service.