

PATRICIA G. CAMPBELL

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- Accomplished, dynamic operations and marketing entrepreneur recognized for dramatically growing revenues in short time frames with limited resources.
 - Exemplary record leading transformational marketing, technology, and operational change for a diverse range of consumer businesses (start-ups through Fortune 500 companies).
 - Successful at conceiving and executing leading-edge multi-channel strategies and customer programs.
 - History of quickly gaining market share in highly competitive diverse environments and managing through difficult economic times.
 - Demonstrated expertise in all aspects of direct marketing, digital marketing, direct selling, product development and customer experience solutions.
 - Recognized builder and leader of high-performance teams.
 - Leader, decision-maker, entrepreneur, financially astute, operations/systems/marketing expertise with strategic vision.
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MAHATMA CONCENTRATES, COO

2017-present

Responsible for day-to-day operations (finance, HR, trim procurement, extraction, packaging, wholesale, sales and marketing) of hydro-carbon cannabis extraction company in Denver, Colorado.

- Implement operating processes and new systems to drastically improve inventory management at wholesale and processing levels. Work with sproutsmartsystems.com to develop an integrated solution with Metrc, Leaflink and internal data sources to track inventory and inventory components.
- Develop KPIs to measure productivity in each department lowering COGS and increasing output. SOPs created for each department.
- Improve client processing times by 30%, implementing a cross-system platform for trim, extraction, packaging and wholesale to track road bumps and identify solutions.
- Manage 3rd party vendors to get the best possible pricing while working together towards creative solutions.
- Develop plans to relaunch brand in order to meet new regulatory packaging requirements.
- Reconfigure extraction processes to meet the new lower levels of acceptable contaminants by the MED. Reduced failed testing by 98%.
- Manage the P&L and cash flow requirements during and after a 5-month shut-down (to comply with fire department regulations)
- Lowered turnover from 80% to less than 10% through better hiring practices and developing a culture of cooperation, accountability and entrepreneurial spirit.
- Managed several large multi-chain accounts including Livwell during transition period with salespeople.
- Worked hand-in-hand with the Founder/CEO to stay focused on priorities and handle regulatory and legal matters frequent in the Cannabis industry. Main liaison with the bank for regular quarterly reviews.
- Create strategic vision for use in presenting the company to investors and potential strategic partners.

TERRA NOVA, President and Managing Partner

2001-present

The Terra Nova team delivers strategic leadership and executional fire power. Provide broad menu of marketing, operations, web development and advisory services to a wide variety of blue-chip companies and start-ups. Launch new products and develop innovative multi-channel consumer marketing programs to acquire new customers both online and offline using sophisticated targeting and segmentation strategies. Create digital strategies to transform business models, develop integrated CRM/loyalty programs, and implement new digital technologies to improve bottom line results. Clients have included AmericanGreetings.com, Stonemor, Milliken, Hallmark, Intrawest, uBid, and gather.com, among others. *Key accomplishments:*

- Converted www.americangreetings.com from one of the largest free Internet sites to a paid subscription business in six months. Acquired over 2 million auto-renewal subscribers contributing an incremental \$40+ million in revenue annually. Managed an outsourced 25-person cross-functional team across operations, IT, marketing, merchandising and finance.
- Developed lead generation program concepts for Stonemor (burialplanning.com) to increase cemetery plot purchases and burial insurance based on audit of senior and baby-boomer customer segments. Evaluated and developed new strategies for DRTV and related drive-to-web campaigns based on customer-driven on-line research.
- For leading ski resort/real estate company Intrawest, reduced customer acquisition costs 20% across 12 resorts and simultaneously gained 15% market share from by implementing leading edge multi-channel segmentation research which was operationalized throughout the call centers.
- Managed start-up at Media Bay, selling digital audiobook downloads, by driving operations, IT and marketing team with limited resources. Handled relationship with Larry King's representatives for the launch of the digital business and developed a proprietary sampling program in conjunction with Sony DADC, Random House and Meyers Parking resulting in 50,000 new audio-book listeners in the NYC area.

Terra Nova's website development arm (hoofbeatmedia.com) delivers affordable website development, social media and marketing services to small businesses (for profit and non-profit). Help entrepreneurs broaden their markets, acquire new customers/members, develop a brand strategy and increase their Internet presence. Services have successfully extended from the equestrian market to education, art, non-profit, and the entertainment industry.

PREMIER CARE IN BATHING, INC., Chief Marketing Officer, Daytona Beach, FL

2013-2014

Designed and executed comprehensive marketing strategy for \$100 million+ B2C company selling innovative bathing products to consumers with mobility challenges. Led team in the creation and implementation of highly sophisticated, multi-tiered marketing strategies to generate more qualified prospect leads for Premier Care products across multiple channels, maximizing exposure against diverse audiences and enhancing key performance metrics. Instituted new content strategies and reporting structures to measure ROI of wide range of channels, including direct response TV, Internet, SEO, Paid Search, Remarketing, Social Media, Direct Mail, Print, and Trigger-based Emails.

Major accomplishments:

- Increased lead flow by directly appealing to broader audiences representing 5 million incremental prospects including U.S. Hispanics, affluent seniors, baby-boomer caregivers, disabled veterans and younger audiences with limited mobility.
- Conceived new direct selling model targeting adult children of older parents.
- Developed new promotional programs for call center and sales team increasing conversion rates by 15+%.
- Launched new website with relevant content resulting in significant improvement in SEO rankings.
- Created groundbreaking national DRTV commercials and print ads generating appointments at an 18% lower cost-per-lead.
- Leveraged quantitative, fact-based, and insight-based research to improve sales cycle efficiencies.

VIRTUAL CELEBRATIONS, LLC., Founding CEO, Philadelphia, PA:

2009-2014

Conceived, developed and launched virtualcelebration.com, an online destination that allows people to commemorate, experience, and participate in life's important moments *together*. In less than 18 months, grew to over 2 million page views and 4-times the industry average time on site. Integrating existing and proprietary social media applications, social gaming and e-commerce, Virtual Celebration aggregates an extremely engaged audience primed to purchase. The company is focused on both B-to-C and B-to-B opportunities. *Major milestones:*

- Launch highly successful branded marketing programs for Creative Memories (Home-Based Digital Scrapbooking Parties), Publishing Group of America (Relish and American Profile Garden Party and Cookie Swap), M&M Mars (Easter Jam), Parade Magazine (Pet Celebration), More Magazine (Virtual Reinvention Convention), and other top brands and service providers.
- Over 3,000 individual birthday, anniversary, retirement, and holiday celebrations.
- Achieve quadruple average time on site and average page view metrics in comparison to client's own website traffic by integrating highly targeted social gaming with celebration content.
- Increase click through rates 200% via contextual advertising and user-generated content.

DIRECT EQUITY PARTNERS, President, New York, NY. 2000-2001
Evaluated and led investments in Stage II companies whose growth was driven by multiple integrated distribution channels including e-commerce, retail, direct-to-consumer, and B-to-B-to-C opportunities.

- Sub-Fund of Madison Dearborn Partners. Evaluated over 100 possible investments.
- Served on the Boards of two investments – Atelier America and Mascot Networks.
- Operational oversight of all investments.
- Successful exit of investment in redenvlope.com and Atelier America.

BARNESANDNOBLE.COM, Executive Vice President of Interactive New York, New York 1999-2000
Designed and built a Marketing department from scratch and grew revenues to more than \$150 million in under 18 months. Posted 20% share increase over Amazon.com. One of five participants in the IPO Team - then largest e-commerce IPO.

ADVANTA CORPORATION, Sr. Vice President Marketing, Philadelphia, PA. 1995-1999
Developed credit card customer acquisition, CRM and call center programs using state-of-the-art market research and database segmentation. Re-invented Advanta's brand marketing using affinity partnership programs. Launched six new affinity/membership credit card products in five months, leveraging Advanta's proprietary customer database; activities critical in the sale of the company to Fleet.

TIMES MIRROR MAGAZINES, President of Popular Science Magazine 1987-1996
Successfully re-launched two of the largest and oldest U.S. magazine brands – Popular Science and Home Mechanix (\$200 million revenue publications) - through strategic initiatives including partnerships, unique advertising programs, and brands extensions to new and emerging products, services and content platforms. Increased circulation and advertising revenue 18% in a recessionary market. Successfully integrated acquisition of four major competitive titles and managed circulation, manufacturing, in-house agency, customer database and HR for all ten Times Mirror publications.

Previous employment at Booz-Allen and Hamilton, Compusearch, and Time Incorporated.

ACADEMIC CREDENTIALS

M.B.A., Marketing and Quantitative Analysis, COLUMBIA UNIVERSITY GRADUATE SCHOOL OF BUSINESS

M.A., Urban and Economic Geography, COLUMBIA UNIVERSITY SCHOOL OF ARTS AND SCIENCES

B.A., Urban Geography, DARTMOUTH COLLEGE, GRADUATED PHI BETA KAPPA

PROFESSIONAL AFFILIATIONS

Direct Marketing Association: Board of Directors – 10 year term. One of only two women in 50 years to become Chairman of the Board.

Speaker 2014: American Advertising Federation, Lincoln International Consumer Conference, Boomer Venture Conference

Speaker 2015: Boomer Venture Conference, Chicago Illinois – “Generational Challenges in the Workplace”

VOLUNTEER AND ADVISORY ROLES

Sisterhood of the Travelling Bracelets, Daytona Beach Concert Band, Silver Sands Bridle Club: Web Development, Member Recruiting, Marketing and Technology Advisory Services

WEBSITES

www.patcampbell.me
www.hoofbeatmedia.com