

# Nicole Naumoff, MBA

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## Global Strategic Business Leader & Educator

Strategy | Leadership | Brand Management | Experiential Educator | Digital/Multichannel Marketing

*An innovative strategic business and marketing executive with diverse experience developing global brand strategy and operating plans across industries and customers. A leader, peer and mentor that is recognized for finding asymmetric approaches that drive outcomes by leveraging data and applying the latest digital approaches. An experiential educator that encourages student teams to embrace innovation, develop commercial grade strategic recommendations and produce results for clients.*

## Notable Accomplishments

- Developed an emergent pipeline with Fortune 500 businesses during Covid 19 to support FMC experiential learning
- Led and advised on multiple client projects for Fox Management Consulting at Temple University including repeat projects in various industries (CPG, Tech Start-Ups, Financial Services - ongoing)
- Initiated and led the first innovation and futures marketing team at GSK
- Built and led the award winning, *Temple Made* brand platform at Temple University, the university's most successful campaign and the first social/crowdsourced campaign in Higher Education
- Globally launched the world's 1<sup>st</sup> nitrogen flush teabag for Teabox.com
- Turned around the strategy for Levitra a men's health GSK brand to profitability
- Redesigned Teabox.com and BodekandRhodes.com to improve customer experience (CX) and sales conversion rates
- Built the 1<sup>st</sup> transactional database for IKEA NA to improve catalog marketing operations and ROI
- Created new creative and content marketing tools for IKEA and Bodek and Rhodes that increased product sales and customer brand engagement

## Consulting & Teaching Experience - Current

**Assistant Professor of Practice, Department of Strategic Management - Fox School of Business**

**Director of Client Development and Consulting Lead - Fox Management Consulting (FMC) Temple University**

### Key Responsibilities:

- Professor of Global Studies – Undergraduate Capstone. Ensure undergraduates have a thorough understanding of core strategic concepts (Porter's Five Forces, GDPEST, VRIS etc.) and are able to apply those concepts to cases. Develop their business capabilities including the ability to effectively work in teams, present strategic plans and analyze cases.
- Professor of the Strategic Management Capstone – graduate level. Responsible for teaching graduate students' key strategic business concepts that are then applied to live client projects. Uphold academic integrity and requirements to fulfill the Capstone. Manage Project Executives and Advisors who are supporting MBA candidates on live projects to level set expectations and to ensure that the MBA teams are producing commercial grade projects for FMC clients.
- Experienced at teaching students online and leveraging career experience to illuminate core learning concepts.
- Developed partnerships with local incubators to develop commercial strategy for late-stage investments
- Build the FMC project pipeline by identifying new clients and or client geographies (Lehigh Valley/Southern NJ)
- Initiate and facilitate client meetings and write project charters and scope.
- Develop relationships in the community to improve client experience and grow the sales funnel for FMC.
- Key leader in developing a CRM and social marketing efforts to build awareness of Fox Management Consulting
- Identify other opportunities for clients to engage with FMC through Executive Education and the Fox Board of Fellows.

## **Executive Advisor/Project Executive - Fox School of Business Management Consulting at Temple University**

Lead executive advisor of MBA student teams on client enterprise strategy projects. Ensure consulting project deliverables are commercial grade. Interface with clients in diverse industries and support business development for the university. Mentor MBA capstone students on key academic graduate requirements including how to build business and marketing plans.

## **Leadership Positions**

### **Senior Vice President, Marketing for Teabox (Teabox.com)** **2016-2017**

Built the FMCG global marketing strategy for a disruptive retail e-commerce startup in India that is innovating the tea industry to direct source and deliver the world's freshest tea. Analyzed and led the global business strategy identifying market opportunities and an implementation roadmap. Developed the marketing capabilities of the Indian based team.

#### **Key Accomplishments:**

- 1<sup>st</sup> nitrogen flush teabag – The TeaPac – Launched a full cycle operating and marketing plan. Including market research, brand positioning, design and global pricing.
- 20% improvement in paid online marketing through a digital audit increasing YOY sales in Q4 2016
- Improved e-commerce sales performance and conversion by reviewing the UI/UX
- Implemented 1<sup>st</sup> growth strategy plan to leverage Amazon, Flipkart and other affiliate retail partnerships

### **Vice President, Marketing Strategy and Communications, Bodek & Rhodes** **2013-2015**

Led and developed the marketing strategy for Bodek and Rhodes a \$500million privately held apparel wholesaler in the promotional products industry. Responsible for new product development, creative services, marketing strategy, content development, analytics, advertising, e-commerce and web development. Identified business development opportunities and brands/products to stimulate grow sales. Collaborated with sales on account development to identify new business opportunities. (20 direct reports, \$10 Million budget)

#### **Key Accomplishments:**

- \$1 million reduction in catalog operating expenses
- +20% increase in CO-OP revenue by implementing new marketing and sales tools and aligning in-house agency value to external agencies
- Re-launched the e-Commerce website
- Launched an innovative new magalog and e-zine called "Brands"
- Introduced first digital campaign leveraging Twitter, Pinterest, Instagram, Facebook
- Improved ROI from tradeshows by redesigning the booth demonstrating brand strengths
- Implemented business development opportunities and positioning for the Private Label brand

### **Associate VP, Marketing and Advancement Communications, Temple University** **2011-2013**

Led a new fully integrated strategic branding initiative (**Temple Made**) that leveraged novel social media marketing approaches resulting in increased engagement and improved fundraising. Implemented a new CMS (Drupal) and relaunched Temple.edu to be responsive in design. #Temple Made continues to trend. (40+ direct reports including 2 AVPs, \$10 Million budget)

#### **Key Accomplishments:**

- Led/built the most successful campaign at Temple University – the **Temple Made** brand platform
- Secured funding from the Board of Trustees for a full rebranding of Temple University
- +60% increase in response rates and funds raised from direct marketing appeal post launch
- +700% in visits to TempleMade.com post launch of digital campaign
- 1.5M views on Youtube.com and HULU in 10 days **Temple takes over Philly** video
- +48% growth in Twitter and Facebook properties for Temple 3 weeks post launch and introduced the use of Instagram as another social engagement channel that resulted in a top 10 ranking for social use on BestCollegesOnline.com and Klout.com
- First of its kind crowd-sourced social media campaign in Higher Education for Temple – that was literally and figuratively *Temple Made*
  - Ad campaign designed to imprint the Temple brand, Philadelphia Business Journal (9.7.12)
  - "Temple U. Creates a Social-Media Campaign and Sees a Surge in School Pride" , Chronicle of Higher Education. (10.5.12)



### Major Initiatives:

- Re-launched Temple.edu and managed the web development team that led the roll out of the new CMS system for the university (Drupal) – implementing responsive design principles
- Mentored and built a team of professional marketers, communicators and creatives
- Provided CRM marketing strategy and tactical plans to increase alumni participation and giving, including the development of a communications plan for a new \$100M Scholarship Campaign
- Led all stewardship activities with donors and communications at events
- Matrixed effectively across schools and administrative functions to effectively implement the campaign e.g. partner/integrate with Temple Health (Temple University Hospital/Fox Chase)
- Determined creative strategy and editorial leadership for multiple publications (Temple Magazine), digital media (temple.edu) and digital/social media efforts with alumni, students, faculty and prospective donors.
- Modernized Temple's Graphic Identity and provide stewardship of Temple's graphic standards (Logo marks) and use across media/materials/products
- Provided Advancement Communications support to the President and Board of Trustees

### GlaxoSmithKline Center of Excellence roles to Brand leadership

2001-2011

#### Sr. Director, Futures Marketing (Innovation and Strategy), US Biologicals (\$2.5B business unit)

Developed the long-range strategy, business development and innovation for the US business and matrix globally. Identified novel and innovative platforms to grow the US Biologics business. Led the analysis of potential new technologies and or adjacent services to find new or additive revenue streams.

#### Key Accomplishments:

- Identified and developed marketing strategy for the successful introduction of novel solutions, products and services to expand and sustain growth
- Led strategic communications internally and externally regarding business innovation including serving as the Global matrix on new product development and in-market asset assessment
- Initiated the strategic partnership and open innovation platform with the MIT Media Lab
- Managed long range forecasts, central budgets and internal processes (e.g. Governance)
- Provided consult and input internally on leveraging innovation to improve patient compliance and outcomes from novel technologies and marketing approaches (e.g. social media, emerging channels – retail, Artificial Intelligence software, mobile and digital etc.)

#### Product Director, Vaccines (Cervical Cancer, Cervarix Brand - \$100M Budget)

Led the strategic marketing planning process, positioning and insights across all customers (B2B, B2C) for the launch of Cervarix including all media executions (agency management). Budget management.

#### Key Accomplishments:

- Produced the critically acclaimed "Attention Perfume Campaign – Cervical Cancer Awareness"–cited on NPR Marketplace and CNBC.com for its breakthrough approach March 8, 2010
- Responsible for the novel social strategy and DTC marketing to millennials ([youtube.com/helpprevent](http://youtube.com/helpprevent))
- Website development for both branded and unbranded sites that were consumer facing

#### Consumer Brand Director, Men's Health - Levitra - \$50M media budget

- Repositioned the product based on patient and provider insights and implemented a profitable commercial strategy
- Experienced at joint venture product management and negotiation (GSK + Bayer +Schering Plough)

Sr. Market Research Manager, Center of Excellence, US Pharmaceuticals (1 Direct Report)

Digital Marketing/CRM Manager, Center of Excellence, US Pharmaceuticals (1 Direct Report)

### IKEA North America Services LLC - Various Management Positions

1994-2001





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## Academic

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**International Master of Business Administration**, Schulich School of Business

York University, Canada, September 1994

Received a Class Distinction and an A+ for final thesis study of IKEA Canada.

**Certificat Supérieur**, Cours de Civilisation Française, Université de Paris Sorbonne, 1992

**Honors Bachelor of Arts, (History)**, University of Toronto, Canada, June 1990

- Major in Canadian and American History. Minor in English Literature.

**Additional Language Skills:** French language written and spoken

### Awards/Professional Recognition

- Multiple Award winner for Temple Made - 2013 Shorty for best social media, PRNews Winner Best Social Media Use, Best in Show for Temple Made Campaign from Higher Ed Marketing, Shorty and 13 Addys
- 2010-11 winner of 2 Medical Marketing and Media awards for best overall consumer campaign as well as numerous other direct to consumer awards from 2003 onwards
- 2010 DTC Pharmaceutical Marketer of the Year
- Speaking engagements on Social Media and Integrated Marketing for several organizations, Philly Ad Club, Marketing Executives Networking Group (MENG) and Society for University Planning
- GSK Women's leadership team lead

### Core Leadership Capabilities

- Courageous leader willing to take on challenge and change
- Visionary strategist that uncovers customer insights and implements innovative initiatives
- Exceeds objectives through effective communication and collaboration
- Consistently delivers results through creative strategies
- Excels at distilling information/data to solve complex problems
- Gains confidence and trust of colleagues
- Leads by example to develop high-performing teams
- Passion for mentoring and coaching individuals to achieve their best