



# JP Clement

CMO

## About JP Clement

A seasoned executive with 30 years of experience in marketing and product management, JP transforms companies, creates innovative products, and leads dynamic teams. A highly accomplished and proactive leader, he drives profitability, develops and executes marketing strategy with a fresh perspective, and leads all facets of operations. A growth-focused, big-picture visionary, JP provides inspired direction company-wide, making high-level decisions on policy/strategy and acting as the primary spokesperson. Skilled at developing company vision, he oversees fiscal activities, and builds strategic partnerships.

## How JP has Helped Businesses Grow

- Doubled sparkling wine sales, re-branded and re-launched spirits program, and repositioned the brand for urban winery and distillery.
- Put the company on a path to profitability developing and implementing drastic strategic changes in marketing, sales, and product.
- Increased revenues 22% in a recession while developing and implementing strategy to turn underperforming service agency into hyper-efficient provider of marketing tools.
- Founded and grew go-to-market strategy boutique agency with focus on marketing and product management. Boosted company's profitability within six months.
- Attracted remarkable talent without paying market rates by creating thriving culture and delivering soft benefits.
- Expanded boutique social media marketing agency revenue from zero to \$500K and strengthened workforce from zero to 20 employees in middle of worst US recession. Managed agency with focus on analytics, content management, and production.
- Raised partner base by 64% within year and cultivated 50 strategic partnerships.

## Executive Experience

- CEO & General Manager, VARA Winery & Distillery
- CEO, boomtime
- Founder & CEO, The Marketing Distillery
- Founder & CEO, The Content Refinery
- Co-Founder & COO, Karma Media Labs
- VP, Strategy & Analytics, Fanscape
- CSO (Chief Strategy Officer) & SVP, Digital, Inovexus

## Expertise

### Industry Experience

- Technology
- Consumer
- Consumer Goods
- Professional Services
- Entertainment (Music, Video Games, Books)

### Specialties

- Digital Marketing
- Brand Strategy/Refresh
- Go-to-Market Strategy
- Digital Innovation
- Product Marketing
- Product Management

## Education

- MBA, Dartmouth College
- MS, International Business, Institut De Management International De Paris
- BS, International Business, Institut De Management International De Paris

## Contact Information

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