



Joan Blackwood

CMO

About Joan Blackwood

A strategic omni-channel executive, Joan drives revenue/e-commerce and customer experience functions domestically and globally. Having managed large-scale marketing organizations, she delivers 360-degree integrated marketing and sales strategies and execution for both digital and retail models. With deep expertise in P&L management, Joan accelerates efficient customer acquisition and retention efforts through strategy, research, segmentation modeling, customer service, branding/PR, media, digital marketing, site management, loyalty, product launches, store marketing, and CRM.

How Joan has Helped Businesses Grow

- Reversed an 8-year decline and pivoted to growth at 25% lower CAC and higher LTV at a for-profit university by re-defining marketing from lead-generation to an efficient acquisition engine.
- Increased consumer traffic and revenue by 25% YoY for a fitness brand by improving digital media/ creative, including upgraded search, display, and retargeting campaigns.
- Drove 20% growth YoY for phone and web and 40% increase in EBIDTA over 24 months by re-launching vision brand with new marketing execution and creative.
- Increased sales by 15% and consumer engagement 20% in the first six months repositioning consumer brand globally with new creative, online, CRM, corporate identity, thought leadership, PR, events, and communications.
- Grew awareness by 35%, revenue 14% and EPS 65% for technology company by defining new positioning, directing execution of marketing communications in 75 countries.
- Increased revenue 1,500% and paid attendance 400%, while lowering costs 60% in the first year by redesigning company's flagship technology event.
- Grew net income 300% and financial adviser productivity 50% through banking brand development and management, client acquisition and retention, product marketing, adviser programs, and client communications.

Executive Experience

- Chief Marketing Officer, West Coast University/ACC
- Chief Marketing Officer, National Vision
- Chief Marketing Officer, University of Phoenix
- Chief Marketing Officer, Zumba Fitness
- Chief Marketing Officer, 1800 Contacts/Glasses.com (Walmart)
- Chief Marketing Officer, Monster Worldwide
- Senior Vice President of Worldwide Marketing, CA (Computer Associates)
- Senior Vice President, Bank of America (FleetBoston Financial)

Expertise

Industry Experience

- Healthcare
- Education
- eCommerce
- Career Services
- Technology
- Financial Services
- Retail

Specialties

- Growth Strategy
- Demand Generation
- Brand Strategy/Refresh
- eCommerce P&L
- Performance Marketing
- Site Performance Management
- Customer Acquisition and Retention

Education

- BA, Journalism, Indiana University Bloomington

Contact Information

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