

# William F. Gorski

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I am a senior marketing executive with deep experience in Digital, Direct, Branding and Media. I have strong operational skills and track record delivering results. Colleagues describe me as a "change agent" with experience growing companies and delivering strong financial performance. Deep category experience includes Automotive, Insurance, Financial Services, Retail, Health Care and Technology

## **Bright Marketing Associates**

### ***President***

Established a business strategy and marketing services practice designed to accelerate growth for major brands, mid-market companies and small businesses. Engagements focus on helping Private Equity investors improve performance of portfolio companies with revenue of \$5MM - \$50MM.

- Created an advanced analytics platform and a process that allows us to quickly understand the business, the target audience and marketing effectiveness
- Assembled a world-class team to provide thought leadership and strategic support in the areas of business strategy, marketing services and revenue acceleration
- Clients include Digital Folio, InStadium, Victory Park Capital, Fuller Brush Co. & HTC

## **Sears Holdings, Chicago IL**

**(2009 - 2010)**

### ***Chief Marketing Officer & Online Business Leader - Automotive***

Completely transformed the marketing department and online experience for a \$1.7B business unit within Sears Holdings Corporation

- Built a "disruptive" marketing organization that drove innovation and significant incremental sales growth for automotive business unit across both Sears and Kmart
- Redesigned user experience, site functionality and online merchandising that drove a 50% increase in eCommerce revenue
- Optimized marketing channels and media spend to drive \$324MM in incremental revenue; \$131MM in incremental margin and an ROI of 2.82

## **OMD, Chicago, IL**

**(2007 - 2009)**

### ***Managing Director (President)***

Ran a 250 person media agency that provides strategy, planning and buying services to Fortune 100 clients.

- Key clients included McDonald's, State Farm, PepsiCo, H&R Block and JC Penney
- Manage more than \$1.7B in billings across all media channels
- Led business development efforts that won \$25MM in annual revenue from new clients including Intel, Barilla, REI, VTech, IL Lottery and Busch Entertainment
- Realized more than \$7.5MM in one-year organic revenue growth
- Delivered two consecutive years of 15% revenue growth; up 7% in 2009 during recession
- Quickly realigned staff to improve integration and solutions development
- Reduced costs and improved profitability by more than 25%

**DraftFCB, Chicago IL****(2002 - 2007)*****Executive Vice President, Chief Account Services Officer******Executive Vice President, Director of Direct Marketing***

Integrated disparate Draft service offering and assumed responsibility for overall P&L, client relationships and solutions development. Led Draft's Direct Marketing group and all associated capabilities including: Strategy, Creative, Digital, Database and Analytics.

- Delivered 15-20% total agency annual revenue growth and massive profit improvement
- Created and managed Draft Health – a business unit focused on Healthcare marketing for clients including Takeda, Sanofi, Kaiser Permanente and Ross Labs
- Launched and managed Draft Los Angeles – a full service office that enabled revenue growth
- Shared lead on new business efforts that landed State Farm, Masterfoods and DeVry

**Digitas, Boston MA****(1996 - 2001)*****Vice President, Integrated Marketing Director***

Pitched and won **General Motors** business and served as relationship manager for GM and global **Xerox** accounts. Led cross-functional teams responsible for global online marketing strategy; site development; media planning; and integrated marketing.

- Developed a Relationship Marketing strategic plan for **Shanghai General Motors**
- Designed a CRM blueprint that allowed **General Motors NAO** to consolidate infrastructure, reduce costs and effectively manage customers across all points of contact

**Fidelity Investments, Boston MA****(1999 - 2000)*****Vice President-Group Director, Integrated Marketing***

Led team responsible for strategic planning, advertising, direct mail, branch merchandising and web site management for the retail consumer business. We provided support for key product groups that included Mutual Funds, Legacy Services, Personal Advisory Services, Annuities, College Investment Trust and Funds Network product groups.

**Pennsville Oldsmobile-Cadillac-GMC, Pennsville, NJ****(1994 - 1996)*****Owner & President***

Purchased and operated auto franchises that had suffered from years of poor management, internal theft, and weak public image. Developed a business improvement strategy that included the development of a focused company mission, effective hiring and training programs, innovative sales and service processes and a unique marketing campaign. These initiatives contributed to significant sales and profit increases which led to the successful sale of the dealerships.

**Lexus, A Division of Toyota Motor Sales, USA, Inc., Torrance, CA (1989 - 1994)**  
***Event Marketing and Sales Promotions Manager – National***  
***Financial Services, Fleet and Lease Manager – National***  
***Sales Training and Communications Manager – National***  
***Retail Operations Manager – National***

Was hired as one of the first employees tasked with building the foundation for the U.S. launch of Lexus. I held several key roles in Lexus marketing to support the initial launch and ongoing operations associated with this new entry into the luxury auto category.

- Developed the business case and requirements for a distinct financial subsidiary that could deliver unique services to Lexus customers and Dealers. Lexus Financial Services was established in 1991
- Formulated education, training and communication strategies designed to shape corporate and dealership cultures and encourage application of skills consistent with sales, customer satisfaction, and owner retention objectives. Pioneered a computer based training platform
- Established a Retail Operations consulting group that improved Lexus dealership profitability by 38%. Provided on site analysis and developed new business practices to enhance profitability and return on investment for dealerships averaging \$65-100 million in sales

**Ford Motor Company, Lincoln Mercury Division (1983 - 1988)**  
***Zone Sales Manager – New York and Philadelphia District Sales Offices***

Developed strategies to improve dealer profit margins, increase effectiveness of advertising and promotional investments and improve customer satisfaction in order to improve sales penetration in target markets.

**Northwood University, Midland MI**  
***Bachelor of Business Administration***

Major: Marketing and Management

Minor: Accounting

Graduated Magna cum Laude

COSIDA All-America – Baseball: Inducted into Athletic Hall of Fame

**Other Activities:**

***Board of Directors (current) – BroadCreek Capital:*** A Delaware based financial services firm providing strategies on debt management and access to capital markets

***Board of Advisors (current) – Digital Folio:*** A Denver based technology firm offering services to consumers and large retailers in support of dynamic pricing initiatives

***Board of Advisors (current) – Renegades Baseball:*** A Chicago based youth baseball organization that, in concert with Maryville Academy, uses baseball as a platform to develop accountable young men

***Board of Directors (former) – Chicago Advertising Federation:*** CAF is one of the country's largest advertising organizations, representing more than 125 companies, and is dedicated to the growth of Chicago's advertising industry