

William F. Gorski

Personal Strengths and Expertise

Change Agent/Catalyst for Transformation

- Architect of GM-NAO consolidated CRM – forever changed go-to-market strategy
- Transformed the marketing strategy, plan and team at Sears Automotive
- Built CRM strategy for State Farm
- Developed new digital, business intelligence and new media capabilities at DraftFCB
- Created more robust analytics platform at OMD
- Conceived go-to-market strategy and repositioned InStadium as a viable high-growth media network

P&L Management

- Strong fiscal management skills – proven history of delivering solid margin and profit results
- Visionary leader of \$1.7B operating unit at OMD
- Grew revenue 15% annually at OMD Midwest
- Grew revenue by 69% and more than doubled net profit in three years at DraftFCB
- Created and managed Draft-Los Angeles office
- Launched Draft Health to support Pharmaceutical, CPG and Health Care Services clients
- Integrated disparate business units at both DraftFCB and OMD to optimize results

Strong Marketing and Strategic Planning Skills

- Expertise in Digital, Direct, Social Media, CRM, Brand Building and Media
- Savvy marketer noted for delivering client results
- Built effective Social Media platform for Sears Automotive
- Focused on innovation and process improvement
- Experience with a variety of sales channels and distribution models

Team Management

- Strong leadership skills with a relentless focus on communication and collaboration
- Strong mentor – focus on staff skill development
- Effective recruiter of top talent and committed to staff skills development
- Excellent relationship with finance and accounting team – instilled considerable discipline into the budgeting and forecasting processes at DraftFCB, OMD and Sears

Business Development

- Delivered significant organic growth results at Digitas, DraftFCB and OMD
- Grew relationship with General Motors from \$200K to more than \$20MM in three years
- Built effective new business process at OMD – won 100% of pitches one year

International Experience

- Managed global client engagements on Intel, Nokia and Paccar
- Developed CRM strategy for Shanghai General Motors
- Created Toyota business model to export used vehicles from Japan to developing countries

Professional Experience

- Chief Strategy Officer – InStadium Network
- Chief Marketing Officer & Online Business Leader – Sears Automotive
- President & Managing Director, OMD Midwest
- Executive Vice President, Chief Account Services Officer – DraftFCB
- Vice President, Integrated Marketing Director – Digitas
- Vice President-Group Director, Integrated Marketing – Fidelity Investments