



Theresa Martens

Product Marketing Strategist & Branding Expert - Highly strategic thinker who applies mastery of strategic brand/product marketing to new opportunities. Proven strategic messaging that drives awareness, engagement and leads throughout the go-to-market chain.

Experience

PRODUCT MARKETING DIRECTOR, AUDIO & ENTERTAINMENT, BROOKSTONE, INC 6/17 – current. Own P&L and direct product roadmap for 2 pillars of business selling through 4 go-to-market channels. Transforming 2 businesses via comprehensive situational analysis resulting in new category/product strategies. Manage and direct the mix of owned brand product to vendor provided, and own all product development under the Brookstone brand.

BRANDING CONSULTANT, TRUED BRANDS, 2015-PRESENT
B2B and B2C Branding & MarComm partner directing companies to true up & clarify brand essence, target market(s), positioning and brand promise, with recommended messaging for optimized communications. Lead branding fundamentals discovery exercises, strategic planning and messaging development. Create crucial visual, graphic and content toolkit resources for Sales and MarComm.

MANAGING DIRECTOR, MILLYARD CREATTIVE, SNHU, 8/16 to 3/17
Account Services Team lead & administrative leader for 40 person ad agency focused on broadcast campaigns supported by integrated content and advertising across digital, print, social channels & events. Lead a 9 person team of Account Directors, Traffic & Project Managers, who strategically assessed, scheduled and managed 200+/- jobs in concert with internal partners/stakeholders.

VICE PRESIDENT MARKETING, SPINWORKS INTL, 4/15 to 11/15

Global B2B Marketing of innovative industrial heat exchange components for global customers in Primary Steel. Singularly drove a complete rebranding/repositioning, created new brand in 3 mo. for launching product suite. Oversaw global consistency in branding & messaging across multiple sales channels & distribution partners with competing goals.

GLOBAL FRANCHISE & MARKETING MANAGER, FISHER-PRICE, 02/12 to 03/15
Managed 'Little People' brand as it transitioned from product-based business to entertainment-based, including 3 month rotation at HIT Entertainment. Brand champion for content creation of animated children's TV series. Provided strategic guidance thru analysis of market white space, consumer insights, internal strengths/weaknesses and recommended business model to deliver incremental market share. Managed :30 & :15 second Fall TV commercial development using external agencies.

MARKETING MANAGER, LACTALIS AMERICAN GROUP, 05/11 to 02/12
Managed 2.3mm lb. fresh mozzarella line - 8 SKUs under 2 different brand names in 2 unique regional markets. Managed 2 consumer research studies, covering brand migration packaging options going to Galbani. Both qualitative and quantitative were done, and I managed the asset delivery and questionnaire input, wrote and issued final summaries.

MARKETING MANAGER, FISHER PRICE, 03/04 to 05/11
Managed many categories of Infant Toys & Baby Gear durables – Bouncers, Monitors, Bath & Training. Led the Product Team, competitive analysis/reviews, conducted retail visits, and reported to management. BabyGear Team digital strategy lead. Planned & implemented site revamps, managed 2x/year updates. Moderated 100's of informal research talks. Annually directed development of national publications - product guide, 2 custom bookazines, magalogs. Directed global packaging graphics and copy.