

CLINT HUGHES

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CHIEF MARKETING OFFICER – B2C, B2B

DATA → DECISIONS → STRATEGY → TACTICS → EXECUTION → TRACKING → ROI → REPEAT

Few Marketing Executives are transformative and able to double revenue by developing and executing B2C/B2B/B2B2C direct response and digital marketing tactics from the “code level up.” From start-ups to Fortune 500s, teams from 2 to 22, budgets from <\$1m to >\$50M. Collaboratively build, turnaround or grow corporate Marketing departments through ALL online and traditional channels. Strategy with tactical “hands-on” experience and the latest Marketing technology makes me a better leader and mentor of the team and manager of resources, building the brand through acquisition.

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- Direct Response TV, radio, print
- Digital Marketing, PPC, SEO, SEM
- Marketing Automation / Attribution
- Branding, Engagement, Retention
- Lead Gen / Customer Acquisition
- Call Center and Sales Training
- Public Relations, Media Coverage
- Segmentation, Relationship Mgmt.
- CRM Implementation/Management

CAREER HIGHLIGHTS AND FEATURED SPEAKER ON THE LATEST IN MARKETING TECHNOLOGY

- **Recommended by Congress to be appointed as the U.S. Ambassador to the Organization for Economic Cooperation and Development (OECD)**, 36 member countries, an international organization to promote policies that will improve the economic and social well-being of people around the world.
- **International CMO Club Summit** – “How to Decide on New Technology and Marketing Platforms” for acquisition, engagement, retention, social, mobile, Marketing Automation, Inbound/Outbound, “Digital Ecosystem”/ Infrastructure.
- **B2B LeadsCon** in NYC - “Lead Acquisition: Finding the Right Prospects” - coaching other CMOs how social, mobile, SEO, and lead nurturing can drive client acquisition and deepen the brand experience.
- **FierceCMO** - “Boosting B2B Demand Gen Efforts” instructing **BOTH B2C and B2B** marketers, on the newest technologies.
- **Obtained Congressional endorsement for IPSEP** (the Intermodal Preemptive Security Enhancement Program) building a consortium of 17 companies in North Texas to address international shipping concerns post 9/11.

PROFESSIONAL EXPERIENCE

The CMO Club • Plano, Texas and Tampa, Florida **2018 to Present**

B2C/B2B Recurring revenue membership model – The World’s Premier Organization for Marketing Leaders.

Chief Marketing Officer and Head of Member Engagement

Brought on to build and Marketing and Sales organization, Digital Ecosystem and Partnership Programs

- **90%** retention rate – working with 29 Chapter President around the World to grow membership and engagement.
- **Increased growth rate by 20% within 6 months**, doubled leads and tripled conversions.
- Led and facilitated roundtable discussions with some of the world’s top CMOs on every area of Marketing: from AI to ABM; from Leadership to Staffing; from B2B to B2C to B2B2C.
- Developed LeadGen, Acquisition/Conversion and Retention processes in Salesforce, Pardot and HubSpot.
- Subject Matter Expert on Organizational Change, Upgrading Technology, Building the Marketing Digital Eco-Systems.

CH Consulting • Plano, Texas *Engagements based on “needs and availability” since 2001* **2017**

IMPLEMENTATION AND EXECUTION OF THE LATEST IN DIGITAL MARKETING TECHNOLOGY

B2B / B2C / B2B2C Marketing Strategy and Execution for companies in several verticals. Select client highlights include:

- **McKinsey and Company engaged me** to advise them on “real world” implementation of Web Content Development, Marketing Automation and eCommerce platforms within Medium to Enterprise sized companies.
- The Coleman Group, Guidepoint Global and Ford Management – **Advising other consulting groups** on how the latest in Marketing technology affects the Marketing, Sales, Ops and Finance departments.
- **The CMO Club** – developing acquisition/retention processes, building the website/CRM integration, and developing the organizations entire digital ecosystem.

MediGain • Plano, Texas **2012 to 2017**

B2B healthcare services and SaaS analytics/reporting provider reaching \$50M and approximately 800 employees.

VICE PRESIDENT AND CMO – LEAD GENERATION, CONTENT MARKETING, INBOUND/OUTBOUND DIGITAL MARKETING AUTOMATION

Brought on to build the Marketing Department and Go-To-Market Strategies “from the ground up.” Developed and executed all digital and traditional marketing initiatives. Grew from \$3M to \$50M in 3 years (50/50 organic/acquisition)

- **Expanded the service offering and pivoted the strategic direction** to include an industry-leading SaaS/PaaS analytics/customer engagement platform for hospitals, ambulatory surgery centers and large practices.
- Building the Customer Acquisition / Lead Generation / Inbound-Outbound Digital Marketing Automation CMS (Content Management System) CRM Platform Integration using the latest in technology and “best practices.”
- “Digital ecosystem” allowed for tracking and reporting of all acquisition, conversion, engagement and retention KPIs.
- Grew the marketing department to 9-person multichannel team, all digital and traditional channels.
- Increased website traffic by 100X leveraging Content Marketing, Webinars, PR, SEO, SEM and SMM strategies.

APMEX (American Precious Metals Exchange) • Oklahoma City, Oklahoma **2010 to 2012**

World’s largest B2C eCommerce retail website for consumer financial services and portfolio diversification.

SENIOR VICE PRESIDENT AND CMO – ECOMMERCE, OMNICHANNEL MARKETING

Recruited to turnaround the Marketing department and guide marketing efforts across Direct Response TV, PPC, SEO, SMM, mobile, and offline advertising channels. Doubled revenue, grew the team from 6 to 12 marketing professionals.

- Increased revenue by 100% **from \$700M to \$1.4B in one year** through complete overhaul of PPC with “Zero-Based-Budgeting” enabling the AdWords spend to grow from \$50k to \$650+k monthly by reinvesting ROI.
- Doubled email revenue from \$10M to \$20M per month and grew social media channel from zero to \$5M.
- Developed “Above-the-Fold” PPC and SEO tactics, and drove calls into the Sales team increasing the percentage of the Sales Department’s corporate revenue **contribution from 2% in 2010 (\$14M) to 27% in 2011 (\$378M).**
- Launched global mobile ecommerce site with shoe string budget of \$270K and in accelerated timeline of 10 days; worked with outside agencies to obtain national TV exposure on Bloomberg and CNN.
- Introduced affiliate channel, delivering \$1M per week in incremental sales.

Data Drive Thru • Dallas, Texas

2005 to 2010

Start-up B2C consumer electronics hardware and software company.

SENIOR VICE PRESIDENT AND CMO – DRTV, INTERNATIONAL DISTRIBUTION, LIVE SHOPPING CHANNELS

Employee #1 - Worked with company founder and developed business plan, investment presentations and go-to-market strategies for innovative product; drove all marketing initiatives and sales channel management.

- Launched product with minimal \$200K budget utilizing guerilla marketing tactics; accelerated revenue to \$10M within 18 months and the product (The Tornado) received numerous industry awards.
- Secured finalist position and won Yahoo Tech’s Last Gadget Standing at CES; gained TV exposure through interview with CNN, driving \$82K in revenue in 52 seconds.
- Represented company and product on QVC, selling \$2M in 93 seconds with best premier in 17 years at QVC.
- Generated 70% of company’s first year revenue and expanded distribution internationally to 6K+ locations.

DirecTV / Primestar • Dallas, Texas

1995 to 2001

Digital satellite television provider with peak revenues nearing \$8B.

DIRECTOR OF MARKETING - DRTV, PROMOTIONS, PR AND SPECIAL EVENTS

Hired to drive corporate marketing strategies for multi-state regions. Navigated several company reorganizations and played key role in increasing subscriber base from 400K to over 10M households. Directed over 200 marketing promotions annually, working collaboratively with agency partners on \$50 million advertising budget.

- Drove sales through 2,500 direct sales reps and 5,000+ retail locations in over 97 Nielsen markets through DRTV, DR radio, DR print, outdoor, promotions, events, sales support and sales training.
- Spearheaded company’s expansion into email marketing and ecommerce.
- Wrote the corporate (“Branding Bible”) manual “Advertising with DirecTV / Primestar...1...2...3” used to train field sales personnel / independent distributors on marketing/branding campaign, local/regional rolling up to corporate.
- Attained \$3.5M in advertising coverage for DirecTV 500 with minimal budget of \$400K.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA, MARKETING - SOUTHERN METHODIST UNIVERSITY, COX SCHOOL OF BUSINESS • **BA, JOURNALISM** - UNIVERSITY OF HOUSTON

CERTIFIED MARKETING CONSULTANT • CERTIFIED IN SOCIAL MEDIA & SEO