

## Kevin P. Doohan

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Marketing professional with a proven ability to reach consumers and inspire action. Over 15 years of marketing experience including 11 years of interactive leadership. Digital branding expert with demonstrated ability to lead teams and drive results in Fortune 200 companies.

1/2005 - Present

**CONAGRA FOODS** (Naperville, IL)  
Global Marketing Strategy

**Director, Interactive Marketing & CRM**

ConAgra Foods is a publicly traded company (NYSE: CAG) with 24,500 employees who generated over \$12 billion in revenue in 2007. My team is part of the global marketing strategy group within ConAgra Foods. I lead all interactive marketing and consumer relationship marketing (CRM) for the company and for our consumer brands. Consumer brands that my team is responsible for include: Chef Boyardee, Slim Jim, Healthy Choice, Hebrew National, Orville Redenbacher's, Reddi-wip, Kid Cuisine, and many more.

- **MARKETING STRATEGY:** Lead development of digital marketing strategy for ConAgra Foods consumer brands. Participate in development of brand marketing and creative briefs. Lead development of interactive briefs. Define interactive marketing strategies and objectives that ladder up to brand promise and deliver on business objectives. Responsibilities include: websites, display and search advertising, outbound communications (email, rss, mobile...), social media, and digital consumer promotions.
- **PRECISION MARKETING/CRM:** Lead consumer relationship marketing strategy development. Conceived and sponsored innovative "Gold Consumer" research project that connects consumer behaviors with enterprise value and enables more relevant and effective communications. Leading broader corporate effort to evolve all brand marketing efforts from mass communications model to development of custom messages and experiences based on understanding of consumer segments.
- **MARKETING ANALYTICS:** Lead definition of ongoing reports for brand marketers, operating group senior leaders, and CAG executive team. Establish key performance indicators (KPI) for all activities, track results against KPIs, and continuously improve. E-newsletter programs currently driving 28-40% volume increases among active subscribers. Online advertising efforts including both display and search typically exceed ConAgra Foods' ROI and ROMO benchmarks by a wide margin.
- **MATRIXED MANAGEMENT:** Establish strong collaborative relationships across business units, brands, and diverse internal teams. Drive progress of complex, multi-discipline projects without direct line authority over resources. Simplify planning and reporting processes, hold individual contributors and teams accountable for commitments, and deliver high-quality marketing programs on-time and within budget.

5/2002 - 11/2004

**DIGITAL INSIGHT** (an Intuit company) (Calabasas, CA)

**Director, Marketing**

Digital Insight is part of Intuit, a publicly traded company (Nasdaq: INTU) with 8,200 employees who generated \$2.6 billion in revenue in 2007. Digital Insight is the market leader providing online banking services to mid-market banks and credit unions in the United States.

- **CONSUMER MARKETING:** I led strategy and development of "first in the industry" consumer marketing programs that drove a 32% increase in consumer online banking usage, from 3.6 million to 5.3 million active consumers. Marketing program components included: direct mail and email programs, national consumer promotions, branch staff incentive programs, branch staff training, and financial institution co-op marketing incentives.
- **AGENCY MANAGEMENT:** Consolidated external marketing resources from over 12 vendor relationships in 2002 to preferred relationships with six vendors. Renegotiated rates and improved service levels with vendors. Reduced marketing expenses by more than 15% with no reduction in effectiveness of marketing activities.

5/2001 - 4/2002

**MOVE.com** (Westlake Village, CA)

**Director, Enterprise Products**

Move, Inc. is a publicly traded company (Nasdaq: MOVE) with 1,555 employees who generated \$286 million in revenue in 2007. Move.com is the #1 real estate site on the internet as measured by annual revenue, number of listings online, and number of monthly visitors. I had product responsibility for the move.com enterprise products suite: BrokerMail, BrokerNet, and OnePlace interactive voice response.

- **PRODUCT MARKETING:** Led growth of three enterprise products from product definition through launch and v1.0 stability. Grew product suite to more than 220,000 customers and \$5M revenue in the first year through successful collaboration with sales and alliances teams. Increased sales driven by improved product functionality, focused product positioning, and compelling product bundles with other REALTOR.com products.

8/1997 - 5/2001

**REALOGY CORPORATION** (formerly Cendant) (Parsippany, NJ and San Francisco, CA)

9/99-5/01 **Director, Customer Experience – move.com Group**

2/99-9/99 **Director, Interactive Marketing – Real Estate Franchise Group**

8/97-2/99 **Manager, Interactive Marketing – ERA Real Estate**

Realogy (formerly part of Cendant Corporation, NYSE: CD) is an Apollo Management owned company with 13,400 employees and 308,000 affiliated sales associates who generated nearly \$6 billion in 2007 revenue. Realogy is the largest real estate company in the world.

- **USER EXPERIENCE/BRAND MARKETING:** Led teams focused on improving consumer experience and engagement on Cendant brand websites (CENTURY21.com, ColdwellBanker.com, ERA.com, & move.com). Defined and prioritized experience improvements based on consumer insights and business opportunity. Led design, development, and launch of move.com, the #1 consumer destination for real estate. Website designs led to improved brand health and a 54% increase in visit-to-lead conversions.
- **STRATEGY & ADVERTISING:** Developed multi-brand interactive strategy and led annual planning for domestic Cendant real estate websites. Created global interactive standards for ERA and contributed to launch of ERAEurope.com. Led teams that designed marketing/advertising programs designed to increase visits and engagement on websites. Collaborated with business development to design tools, promotions, and sponsorship opportunities driving millions of dollars in advertising revenue for move.com.

**1992 – 1997**

Held staff marketing positions at Eastman Kodak and Dunkin Donuts Corporation

**Education:**

Master of Business Administration, Marketing, Northeastern University, 1996

Bachelor of Science, Digital Publishing & Marketing, Rochester Institute of Technology, 1992

**Additional Info:**

Skilled and experienced public speaker at leading conferences including: ARF, ad:tech, iMedia Brand Summit, Interactive Promotion Summit, Marketing Sherpa, eMetrics Association, and PMA

Dual Citizen of United States and Ireland (no visa required for work throughout European Union)

Current read: [Groundswell: Winning in a World Transformed By Social Technologies](#), by Charlene Li & Josh Bernoff