

## KATHY MCAFEE

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### EXECUTIVE COACHING, TRAINING AND COMMUNICATIONS EXPERT

Exceptional motivational trainer, executive career coach and communications specialist with a proven record of successfully inspiring individuals to attain greater levels of personal and organizational accomplishment; influential and charismatic public speaker with a passion for excellence; adept at quickly achieving comfortable rapport with listeners; subject matter expert and thought leader in the areas of training, communications, branding, marketing and business; extensive experience in helping companies create a sustainable competitive advantage through effective branding and marketing practices; works equally well independently and/or collaboratively in a team environment; welcomes and adroitly responds to new challenges.

### PROFICIENCIES

Presentation skills training; executive coaching/mentoring; motivational public speaker and keynoter; professional networking and relationship marketing; leadership and concept development; strategic planning/marketing, positioning and branding; accountability coaching; team building and meeting facilitation; compelling communicator; Neuro-Linguistic Programming (NLP); talented copywriter and content creator; exemplary interpersonal skills; diligent work ethic; proficient in Word, WordPress, video production, web content/maintenance, social media and blogging; savvy internet marketer.

### CAREER TRACK

#### *2005 - Present*

#### **KMC BRAND INNOVATION, LLC**

#### **Founder/ President**

- Conceived, founded, developed and continue to provide oversight of a growing consulting, training and communications enterprise
- Offer clients creative and effective solutions for new business development and product/service innovations, communications, branding and strategic marketing
- Train, coach and motivate business professionals to become recognized leaders in their fields by mastering the art of influential communication
- Assist clients in identifying and achieving presentation, networking and leadership objectives
- Develop C-Suite talent pool at major corporations through the use of Neuro-Linguistic Programming and Blind Spots executive coaching methods
- Create and distribute weekly newsletter to more than 1,800+ opt-in subscribers that covers timely and relevant topics along with a weekly business networking tip
- Successfully created brand awareness for Marketing Motivator by formulating and publishing more than thirty videos on YouTube and designing, building and maintaining numerous pertinent websites
- Crafted curriculum of proprietary presentation skills training workshop and coached more than 500 business and community professionals in the art of high engagement presentations including executives employed by LEGO, Dunkin' Brands, United Way, LIMRA International, and Royal Neighbors of America
- Raised an unprecedented \$211,000 by delivering a 7-minute motivational speech to 1,500 guests at the YWCA Hartford "In the Company of Women" luncheon

#### *2003 – 2004*

#### **ADVO, INC.**

#### **Vice President of Marketing Services**

- Devised communications, research and targeting strategy for this \$1.2 billion direct mail/database marketing company serving national retailers
- Improved competitive positioning by evaluating key markets

- Effectively managed \$13 million budget
- Provided guidance and supervision for a 75-person staff
- Collaboratively designed and implemented a disciplined protocol to demonstrate advertising ROI and proof of value to clients
- Liaised with and provided oversight of retained public relations agency
- Repositioned company from coupon distribution provider to key marketing partner with nation's largest grocers and retailers by developing and launching a new value proposition
- Increased sales revenue by 7.1% and realized a 9.2% increase in volume for fiscal year 2004
- Positioned company for increased market visibility and enhanced thought-leader image through trade shows, internet initiatives, website upgrade, multi-cultural market research and effective public relations campaigns
- Spearheaded public service program "America's Looking for Its Missing Children" to increase client involvement, improve employee engagement and advance corporate social responsibility
- Preserved a \$10 million per year client relationship and averted a major public relations disaster through effective crisis management; developed crisis management protocol for future use
- Assisted strategic business development group in expanding alliances with major publishing companies such as Knight Ridder and Media News Group
- Advised key California grocers of potential strike impact on customer loyalty and sales; recommended tactics that could address those issues post-strike
- Championed "Marketing Learning Forum" that was designed to help educate executive team about key trends
- Served as company spokesperson for external presentations and media interviews
- Named as one of the *CEO Top 10 Performers* and appointed to ADVO's Leadership Forum within first year of employment

### **2000 - 2002**

#### **DELICATO FAMILY VINEYARDS**

##### **Vice President Marketing**

- Under the auspices of the CEO, dramatically elevated product and company image that resulted in the establishment of a premium portfolio within two and half years
- Achieved status as the leading domestic brand of Shiraz; increased distribution from 5,000 cases per year to 120,000 cases per year in a 24-month period
- Increased annual revenue to \$50 million and volume by 88% through effective repositioning of existing brands and the introduction of new ultra-premium lines
- Attained unprecedented global media attention by redirecting public relations efforts
- Fueled profitable organic growth in Europe, Canada and Japan by partnering with international distributors and initiating locally-based public relations and promotional programming
- Revamped marketing departments and increased bench strength to create greater strategic organizational value

### **1997 - 2000**

#### **SOUTHCORP WINES, USA**

##### **Marketing Manager**

- Provided direct oversight of global wine company's \$50 million flagship brand, Lindemans of Australia, for the North American market
- Earned industry recognition as the number one selling imported wine brand in America
- Doubled volume from \$700,000 to \$1.4 million in three years
- Responsibly managed \$3.8 million budget
- Supervised two direct reports
- Maintained relationship with and directed activities of contracted advertising agency

- Championed the “Great Australian Winemaker Tour” that garnered positive publicity, favorable wine reviews and increased sales and consumer and trade awareness

**1992 – 1996****PILKINGTON BARNES HIND, UK/EUROPE****Group Marketing Manager, 1995 - 1996**

- Directed marketing operations for \$40 million European division of global contact lens firm
- Devised integrated professional, trade and consumer marketing programs
- Successfully launched advertising test campaigns in the French cinema and on London television
- Managed a four-person staff
- Oversaw four public relations/advertising agencies in the UK, France and Germany
- Led European marketing consolidation initiative while preparing company for successful sale

**Senior Marketing Manager, United Kingdom, 1994**

- Oversaw all marketing activities for \$16 million export division
- Achieved a 40% increase in profitability in a two-year period through the development and execution of progressive marketing plans
- Conceptualized consumer marketing strategy
- Accountable for department costs and revenue
- Managed one direct report, three advertising/public relations agencies and a trade advisory panel comprised of nine influential optometrists and ophthalmologists

**Marketing Manager, USA, 1992- 1993**

- Reversed three-year sales decline of company’s \$35 million flagship brand
- Launched new consumer, trade advertising and loyalty programs to reposition CSI Clarity brand
- Managed multi-functional team tasked with bringing new products and technological advancements to the global marketplace
- Chosen *Team Builder of the Year*; recognized as highest scoring business team leader

**1990 – 1992****MAYBELLINE, INC.****Marketing Manager**

- Effectively managed company’s \$60 million line of eyeliners and beauty aids
- Achieved brand growth through product reformulation, repackaging and repositioning
- Generated additional \$500,000 in revenue by repackaging obsolete merchandise into holiday kits
- Created company’s first loyalty program, “Club Shine Free”
- In initial role of Associate Marketing Manager, oversaw \$40 million teen-targeted cosmetic line
- Established quarterly in-store counter displays and promotions including cruise-line sweepstakes promotion that generated additional sales and revenue for the company

**1987 – 1989****LEVI STRAUSS & CO.****Assistant Advertising Manager**

- Crafted and executed various marketing programs for men’s jeans division
- Created successful advertising campaign for Levi’s Western Wear and SilverTab fashion jeans
- Devised innovative sales promotions for Levi’s flagship line, 501@jeans
- Managed the sponsorship of six professional cowboys and represented company at key sponsored events including the Salinas Rodeo
- Supported public relations effort featuring Levi’s jean jackets including a “Customize Your Levi’s” promotion
- Conducted a \$100,000 sale of branded premium items to company employees

**1985 – 1987**

**FOOTE CONE & BELDING**

**Assistant Account Executive**

- Collaborated with account teams in the management of large clients that included The Clorox Company and Pacific Bell Telecommunications
- Engaged in media planning that encompassed television, radio, print, outdoor and ethnic media
- Conducted market research for the Clorox Company to assess the feasibility of a college-campus vending machine concept

**ADDITIONAL EXPERIENCE**

- Co-founded “Power Up Your Professional Image” (*Day-long events and workshops helping business women upgrade their visual impact, communication skills and confidence*)
- Authored book “Networking Ahead for Business” (*Kiwi Publishing 2010*)
- Executive Development Instructor, LIMRA International, 2007 - 2011
- Independent Distributor, SendOutCards
- Professional keynote speaker, presenter and qualified member of the National Speakers Association

**CERTIFICATIONS**

- Master Practitioner of Neuro-Linguistic Programming (NLP)
- Certified Blind Spots Executive Coach

**EDUCATION**

**Bachelor of Art, Economics**

Stanford University, Palo Alto, CA

**AFFILIATIONS/ASSOCIATIONS**

- YWCA Hartford Region, Board Member
- Soroptimist International of the Northwest Region, Public Awareness Chair
- National Speakers Association, Member

**COMMUNITY SERVICE**

**POWER UP YOUR PROFESSIONAL IMAGE**

- Conduct workshops and programs to help career women advance in the workplace

**SOROPTIMIST INTERNATIONAL OF THE NORTHEASTERN REGION**

- Participate in the development and execution of numerous fundraising events and service projects to benefit women and girls locally and internationally
- Served in numerous roles for the local Soroptimist chapter including Director, Membership Co-Chair and Programming Committee Co-Chair
- Coached and trained spokespeople from the non-profit sector to advance their presentation and messaging skills

**YU’S ACADEMY OF MARTIAL ARTS (*1<sup>st</sup> Degree Black Belt*)**

- In collaboration with other students, conduct self-defense workshops for women and girls
- Created and maintain BestforWomenSelfDefense.com website

**REFERENCES**

Furnished upon the establishment of mutual interest