



# THOM SMITH

 thom@thomasrsmith.com

 978.496.6193

 8319 Byington Rd. Towson, MD 21286

## FOCUS

Marketing and Communications leader with a background in strategic leadership, branding, direct marketing, lead generation, content strategy and graphic design.

I help businesses meet revenue goals and effectively communicate their unique qualities in the marketplace by building accountable teams that implement strategic, multi-channel marketing and communications plans.



RISI is a global B2B information publisher for the forest products industry.

### **Roles at RISI**

Vice President of Marketing – March 2014 to Present

Director of Marketing & Customer Insight – January 2013 to March 2014

Director of Marketing – January 2010 to January 2013

Director of Online Products – December 2008 to January 2010

### **Key Responsibilities & Major Accomplishments**

#### **Lead Management & Product Marketing**

- Increased revenues by 10% over last 6 years by introducing new strategies and technologies that more closely aligned marketing with sales.
- Increased MQLs and bookings by 15-25% each year leading the marketing team.
- Used best practice marketing automation strategies to build lead scoring programs that increase the number and quality of leads passed to sales.
- Streamlined 200+ products into 12 distinct marketable packages to drive greater revenue per contract.
- Grew product line from \$250k annual revenue to \$1.2M.
- Effectively transitioned a print product producing \$300k into a SaaS solution that generates \$1.2M annually.
- Built a full customer lifecycle marketing strategy to nurture prospects to customers and then grow those accounts year over year.

#### **Global Corporate Communications & Branding**

- Developed a new corporate communications strategy to better align the business with our customers' needs.
- Led project to redesign corporate web site, to match our new corporate communication strategy and better prepare prospects to speak with sales.
- Leading a European initiative to improve brand awareness by building long-term relationships with industry associations and organizations.

#### **Team Building**

- Responsible for developing and managing a global team of marketers and consultants to meet goals aligned with sales targets.
- Discover each team members' intrinsic talents; lead by empowering individual contributors, while aligning work to career goals.

## EDU

MA, Publications Design  
University of Baltimore  
2002 to 2006

BA, Journalism  
Indiana University of  
Pennsylvania  
1994 to 1998

## SKILLS

Marketing  
Automation

Lead/Demand  
Generation

Lead Scoring

Market Research

Audience Analysis

Web Metrics  
Analysis

Direct Marketing

Digital Marketing

Content Marketing

Team Building

Corporate  
Communications

Corporate  
Branding

Writing and Editing

Online Product  
Development

SEO/SEM

Social Media

Graphic Design

Simple Video  
production/editing

## Market Research

- Performed market penetration and opportunity analysis to inform current company strategy.
- Research clients and prospects through interviews, focus groups and surveys to improve marketing strategy and inform product development.
- Leverage usage data to forecast attrition, identify high risk accounts and discover potential growth opportunities.



The Baltimore Sun is the leading source of news for metro-Baltimore.

## Roles at The Sun

Dir. Interactive Product Development – September 2007 to November 2008

Interactive Creative Services Manager – June 2006 to October 2007

Sr. Web Designer – March 2004 to June 2006

Web Designer – September 2000 to March 2004

## Key Responsibilities & Major Accomplishments

### Product Development & Media Sales

- Developed and sold new online revenue sources that drove year-over-year growth for The Sun and its advertising clients.
- Developed and sold online video service that more than doubled its revenue investment in the first year of deployment. The program became such a success that it was adopted by other newspapers across the Tribune Corporation.
- Developed and sold a customizable sweepstakes program that generated qualified leads for Sun advertisers by aligning prizes to interests of top sales prospects.
- Created award-winning digital ads for advertising clients.

### Corporate Communications and Branding

- Led the company's web site through a major re-branding effort.
- Promoted and built the company's online businesses through community relations, events, digital marketing and traditional advertising.

### Team Building

- Organically grew to eight-person team of designers, developers, project managers and videographers.