

# J.B. PITCHMAN

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**Objective:** Position as GMC Director of Advertising and Promotions

**Profile:** Accomplished media, promotions, and marketing professional with over fifteen years experience in all aspects of media buying, advertising and marketing at General Motors. Managed overall marketing operations, including media and sales promotion and online marketing activities within the advertising department. Motivated and highly-disciplined leader with an aptitude for adapting to changing circumstances and rapidly learning new tasks. Outstanding ability to organize and coordinate department staff and outside agencies. Excellent critical thinking, oral and written communication skills. Effective team leader with excellent interpersonal skills and a high-level of independent judgment.

## **Experience:**

FORD MOTOR COMPANY, Detroit, MI 2008-present

### **Group Manager - Media, Operations, and Promotions**

#### MEDIA STRATEGY DEVELOPMENT

- Developed Ford's media strategy in terms of model selection and marketplace selection
- Crafted strategies to maximize reach and frequency targets for media
- Determine media mix based on consumer targets and specific Ford models
- Responsible for Ford's branded integrations and executions
- Coordinate with networks and broadcast programs to incorporate natural brand extensions for programming such as Snapple, Hawaii Travel, Huff, and Country Music Awards

#### OPERATIONS

- Administer Ford's \$900M advertising media and production budget
- Maintain relationships with 6 outside agencies, including scope of work and fee arrangements
- Manage advertising department policies in terms of talent, fees, contacts, and props
- Direct development of all Ford consumer catalogs generating \$2.5M revenue for company

#### PROMOTIONS MANAGEMENT

- Developed group's 2011 promotion strategy and plan emphasizing diversity, women, and youth
- Developed appropriate metric reporting and key digital portal promotions to assure integration across media, digital, social, event, advertising, CRM, and regions where possible
- Generated 2 Million leads and 16K sales of leads from events and promotions in 2011
- Manage the integration and execution of major promotional platforms that include Major League Baseball (MLB) and the Country Music Association (CMA)

#### ONLINE MARKETING AND ADVERTISING

- Lead a marketing team responsible for all digital activity for Ford, including online advertising, social media, Search Engine Optimization (SEO) and CRM
- Administer \$257 Million digital budget that includes Ford's online advertising campaigns
- Oversee Ford.com and Ford's mobile website that attracts 5-6 million visitors per month and has over 6,000 pages
- Growing Facebook and Twitter networking traffic by 5% per week, resulting in 2.6 Million Facebook fans and over 30,000 Twitter followers
- Head group responsible for all CRM activities, including direct mail campaigns and email campaigns that produce an average of 3-4 Million email blasts per month

Ford Motor Company, Detroit, MI 2008-2009

**Ford Training Manager**

- Managed the training team on the development of dealer and field wholesale training
- Initiated new approach to product launch training resulting in \$14M in savings for the company
- Launched eighteen-city dealer digital training event for over 4,000 dealer attendees
- Developed next generation internet-based Interactive Distance Learning System for dealers, wholesalers, and suppliers that saved the company \$17M per year

Ford Motor Company, Detroit, MI 2006-2008

**CRM, Retail Internet Strategy Manager**

- Managed retail digital team to effectively educate and improve overall dealer digital effectiveness
- Launched digital training initiative (E-Mersion) with dealers, resulting in improved dealer lead response time and close rates
- Responsible for the launch and roll-out of the Digital Marketing Package that increased dealers' rate of response to customer leads from 25% to over 90% and reduced the average dealer response time to under 7 hours
- Managed dealer third-party lead generation program that generated \$13 Million a year for Ford

Ford Motor Company – Mustang Development, Detroit, MI 2005-2006

**Advertising Manager**

- Managed the advertising development process for Ford Mustang, including the formulation of strategic positioning, creative, advertising research, integrated marketing programs, and media plans
- Developed and allocated Ford Mustang's \$280 million advertising and sales promotion budget
- Produced national and retail media projects including broadcast television, print, and radio

GENERAL MOTORS – PONTIAC-GMC, Detroit, MI 1999-2005

**Marketing Manager, GMC**

**Interactive Manager, GMC Sierra and Yukon**

- Responsible for content development and creative design of Ford.com website
- Managed interactive agency and budget to improve overall website performance
- Developed integrated product content promotions centered on Fantasy Football, Monday Night Football, and MTV
- Developed and implemented launch for the new Mustang GT Convertible
- Developed "launch kit" for wholesale and retail organizations (including demo video, salesperson pocket guide, consumer guide, and demonstration course)
- Implemented and managed a successful 200k direct mail loyalty program
- Increased brand awareness with initiative targeting females, Hispanics and African Americans
- Responsible for marketing communications for auto shows, press events, and catalogues

**Education**

**& Training:**

UNIVERSITY OF MICHIGAN, Ann Arbor, MI  
**Master of Business Administration, Management**

UNIVERSITY OF MICHIGAN, Ann Arbor, MI  
**Bachelor of Science, Marketing**