

GINGER SHERMAN SILVERMAN

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CHIEF MARKETING OFFICER / VICE PRESIDENT, MARKETING Retail consumer products/services

Results driven, measurement-focused marketing and brand strategist who has worked with Fortune 1000 companies and small, family-owned businesses – Prudential, Pizza Hut, Taco Bell, Home Base, Lindora Medical Weight Control. Go-to-market strategies/marketing communication plans for budgets from \$3 million to \$150 million, managed teams of 5 to 35 nationwide. Most effective in an executive leadership role in a growing, forward-thinking organization.

CORE COMPETENCIES

- Domestic & Global Market Expansion
- Corporate Communications
- Company Spokesperson
- Multiunit Retail Promotion Strategy
- Consumer and Trade Communications
- Product Development and Distribution
- Market Research Analysis
- Call Center Management
- Brand & Direct Response Advertising
- Marketing Communications & Strategy
- Retail Customer Sales Support
- Social Media Marketing

PROFESSIONAL EXPERIENCE

LINDORA MEDICAL WEIGHT LOSS CLINICS, Costa Mesa, California 2002 – 2009

Largest chain of multisite medical weight loss clinics in the United States..500 employees...900,000+ patients annually

Senior Vice President, Marketing & Business Development

- Achieved the creation and launch of a national sales, marketing and business development infrastructure to support this \$44 million business experiencing intense competition, and a lack of brand identity/awareness.
- Spearheaded the development of an online program, a centralized database system, e-commerce marketing strategy, P & L responsibility for online channel, social media tactics.
- Conceptualized and launched Lindora Health Clinics (California's first non-urgent care clinic) within nine Rite Aid Pharmacies, creating a new profit center while driving brand expansion.
- Negotiated and secured contract with Rite Aid Pharmacies to sell through Lindora branded products across 450 retail stores, generating \$3+ million of additional revenue within the first year while increasing Rite Aid's market basket five times.
- Pioneered national brand marketing, advertising and business development initiatives that delivered double-digit year after year growth five consecutive years, positioning the company for profitable sale.

PROFESSIONAL EXPERIENCE *(Continued)*

HOMEBASE, INC. / HOUSE2HOME, Irvine, California 2000 – 2001

Third largest home improvement company in North America...publicly traded on the NYSE...88 100,000 sq ft units

Vice President, Marketing & Advertising

- Reported to CEO and EVP of Merchandising to lead the strategic marketing, communications planning and execution of a \$1.5 billion multiunit retail warehouse conversion to a home furnishing retailer. Managed wide variety of multi-agency partners including customer loyalty CRM programs, multi-cultural programs, mass and specific targeted media and creative.
- Managed a budget of \$80 million, including general and Hispanic target markets
- Accepted equity participation and senior marketing leadership for a staff of 25, new brand development, new category brand marketing, all B2B, B2C and corporate communications, public relations, event marketing, ethnic marketing, community outreach, website and e-commerce strategy.
- Experience analyzing data to achieve multi-targeted synergistic creative and media plans

PRUDENTIAL REAL ESTATE & RELOCATION, Irvine, California 1995 – 2000

One of the largest real estate brokerage franchises in North America with revenues exceeding \$600 million...40,000 independent agents

Senior Vice President & Chief Marketing Officer

- Accepted executive leadership role providing vision and direction to strengthen franchise relationships and to partner with national sales and marketing teams to grow franchise operations.
- Held P&L leadership for a professional staff of 30, strategic sales and market planning, budgeting, brand identity/awareness, market research, corporate communications, educational meetings and conferences.
- Served as expert marketing strategist, keynote and motivational speaker for company's North American operations.
- Leveraged national position to achieve double digit growth five consecutive years and assisted in positioning the company for its IPO in 2000.

PEPSICO 1988 – 1995

World leader in convenient snacks, foods & beverages with revenues exceeding \$39 billion...traded on the NYSE

Taco Bell Corp.; Senior Director, National Advertising & Marketing—California; \$4.7 billion; 4,400 units

- Advanced to senior director and challenged to drive brand positioning, creative marketing and sales strategy within the highly aggressive fast food market targeting 18 to 24-year-old men.
- Assumed P&L and management responsibility for advertising and marketing team of six, a \$180 million budget, strategic and tactical planning, media buying, corporate logo development, packaging, in-store POS, retail packaged foods product line, test marketing and national product launch.
- Conceptualized, developed and launched highly successful “Value Menu—59, 79, 99 cents” and “Run for the Border” campaign throughout 4,400 locations.

Pizza Hut, Inc.; Director, National Advertising and Promotion—Kansas; \$6 billion, 6,000 units

- Handpicked as the first female director to lead all brand positioning, advertising and promotion, event marketing, and multiunit franchise management for 6,000 North American Restaurants.
- Guided integration of 27 advertising agencies and program integration across 175 US markets.
- Conceptualized and led the rollout of the highly successful “Big Foot pizza”.

PROFESSIONAL EXPERIENCE *(Continued)*

- Managed implementation of promotional tie-ins with Disney, NCAA and King World, and the two most successful children’s promotions in Pizza Hut history.
- Planned and launched “pizza delivery concept” and captured market share as the No. 2 provider of pizza delivery services nationwide within six months.
- Improved communications and restored trust and credibility with franchise owners.
- Won PepsiCo’s “Outstanding Leadership Award” for franchise management and advertising excellence.

Earlier experience as an **Account Executive** for **Ogilvy & Mather Advertising**, Los Angeles, California. Managed a \$100 million portfolio that included Mattel Toys (full Barbie line), American Express, Merle Norman Cosmetics, Allergan and Korean Airlines.

TEACHING EXPERIENCE

Chapman University, Orange, California
Adjunct Professor—Business Communications & Creative Writing

COMPLEMENTARY PROFESSIONAL EXPERIENCE

Member, Screen Actors Guild (SAG)—Vocalist for Commercials (Mattel & Pepsi)
 Published Author—Articles for *Health Magazine* & *A Cup of Comfort*
Association for Business Communications – Member
Public Relations Society of America - Member

NON-PROFIT EXPERIENCE

Board of Directors, Susan G. Komen for the Cure, Orange County
Board of Directors & Key Soloist, South Coast Singers
Board of Directors, Little School House Books

EDUCATION & CONTINUING PROFESSIONAL DEVELOPMENT

MFA, Creative Nonfiction
Doctorate Program in English
 Antioch University, Los Angeles, California
 2006

BA, English & Communications (*Summa Cum Laude*)
 Chapman University, Orange, California
 1977

Wharton Business School—Finance for Nonfinancial Managers
 Women Executive Leadership Program - Center for Creative Leadership
 Certification 360 Degree Evaluation - Center for Creative Leadership