

Kevin P. Doohan

Marketing professional with a proven ability to reach customers and call them to action. 12 years of marketing experience including nine years of internet specific experience, and six years of Director level responsibility. Proven leadership ability in: strategy development and management of leading consumer websites, budgeting/forecasting, corporate marketing strategy and positioning, public relations, events/tradeshows, and software/internet product marketing.

1/2005-Present

CONAGRA FOODS (Omaha, NE)

Director, Web Marketing

As Director, Web Marketing, I am responsible for developing and managing internet strategy for corporate and brand web sites; the marketing community on the company's portal, and the company's consumer database. I manage a multi-million dollar budget, four direct reports, and several external agencies to achieve desired results. The primary responsibilities of my position include the items below.

- Develop and execute communication and imagery strategy for conagrafoods.com, brand and platform sites.
- Establish strong working relationships across channel, brand and with the web center of excellence leadership. Collaborate with brand leads to ensure internet experience resonates with target audience and supports brand imagery.
- Manage web consumer insights and usability testing to ensure the conagrafoods.com, brand and platform sites meet desired objectives.
- Develop and manage the strategy for marketing community on the company's portal (intranet).
- Develop strategy for maximizing benefits derived from consumer database ensuring utilization across channel and brand.
- Manage web agency relationships effectively including: creative direction, project management, and budget management.

5/2002-11/2004

DIGITAL INSIGHT CORPORATION (Calabasas, CA)

Director, Marketing

Digital Insight is the market leader providing online banking services to financial institutions. I was recruited by the former SVP of Products, Marketing, and Alliances in 2002 to improve Digital Insight corporate and product marketing and to launch a consumer marketing program. At Digital Insight, I managed a \$3M budget, four direct reports, and several external vendor relationships to achieve company marketing objectives.

- Digital Insight consumer marketing programs increased consumer adoption of internet banking services by 12% on average across 600 participating financial institutions. Marketing program components included: marketing collateral, national consumer promotions, branch staff incentive programs, staff training and co-op marketing incentives. My team was completely responsible for programs from concept through execution and post-activity analysis.
- Targeted product demand creation programs significantly increased product penetration within existing client base and fueled the inside-sales team's pipeline. Marketing-led demand creation programs did not exist before 2003.

---Digital Insight description continued---

- Defined Digital Insight market positioning and value proposition. Integrated key themes and messages into all corporate communications and marketing visuals. Increased Digital Insight's visibility in the media and reinforced corporate positioning via paid placements and successful public relations pitches.
- Repositioned and relaunched annual client conference. Completely revised themes, location, pricing, and marketing of national client conference. Digital Insight lost money on the event in 2001. The 2002 event was cancelled shortly before I joined the company. My team successfully relaunched the event in 2003 increasing revenue 19% vs. 2001. In 2004, we contained costs at 2003 levels and increased revenues 57% vs. 2003.
- Consolidated external marketing resources from over 12 vendor relationships in 2002 to preferred relationships with six vendors based on quality of work, vendor responsiveness, and price. Renegotiated rates with vendors based on volume expectations and improved service levels. Reduced 2004 marketing expenses by more than 15% compared with 2002 expenses with no meaningful reduction in quality or quantity of marketing activities.

5/2001-5/2002

HOMESTORE.COM (Westlake Village, CA) (acquired Move.com Group from Cendant)

Director, Enterprise Products

Homestore acquired move.com from Cendant Corporation in 2001. Homestore offered me the opportunity to lead development and marketing of the enterprise products suite aimed at real estate brokerages. The enterprise suite included four ASP-based products: OnePlace (IVR lead generation system), BrokerMail (customized webmail product), BrokerNet (customized company intranets) and custom/private label websites. Three of the four products only existed in business plans when I started. My team met the challenge of bringing the products to market quickly with passion and commitment.

- Led growth of three enterprise products from product definition through launch and v1.0 stability. Collaborated with alliances and sales teams to grow ASP intranet and webmail products from a base of zero users and revenue in late 2001 to more than 220,000 customers and \$5M revenue in 2002.
- Turned around failing private-label REALTOR.com broker website product. Increased sales significantly and addressed customer retention challenges by improving product functionality, improving product positioning, and creating compelling product bundles with other REALTOR.com products.
- Managed six person team of Product Managers and Producers through several corporate reorganizations and reductions in force. Maintained excellent attitude and productivity levels on the enterprise products team and among all product stakeholders.

1997-2001

CENDANT CORPORATION (Parsippany, NJ and San Francisco, CA)

9/99-3/01
2/99-9/99
8/97-2/99

Director, Customer Experience – Move.com Group
Director, Interactive Marketing – Real Estate Franchise Group
Manager, Interactive Marketing - Real Estate Franchise Group

The VP of Marketing for Cendant's ERA Real Estate brand hired me based on my passion for online marketing, strong understanding of the franchising value proposition, and knowledge of franchise-franchisee relationship dynamics. My outstanding performance at Cendant earned a promotion to Director and the opportunity to lead development of Cendant's real estate portal, Move.com.

---Cendant description continued---

Cendant Corporation - Move.com

Cendant asked me to relocate to San Francisco in 1999 and lead the development and launch of Move.com, Cendant's real estate portal. Move.com had a powerful value proposition for both agents and consumers because it provided access to all of the Cendant real estate division's online assets (ERA, Coldwell Banker, CENTURY 21, Welcome Wagon, Cendant Mortgage) in one place. Within six weeks of launch, Move.com was the second largest real estate website in the world in terms of available properties and unique visits.

- Managed \$13M budget. Hired and managed six person team of Producers/Product Managers
- Led interactive design strategy and customer experience development for all Cendant real estate websites: Move.com, ERA.com, CENTURY21.com, ColdwellBanker.com and WelcomeWagon.com.
- Led research and redesign improving Move.com real estate search customer experience and resulting lead generation statistics. Leads delivered to real estate agents improved 54% vs. previous version.
- Created product bundles and promotions for franchised brokers and agents. Changes drove additional sales. Fourth quarter sales alone in 2000 were better than the three previous quarters combined.

Cendant Corporation - Real Estate Franchise Group

Led all interactive marketing efforts for the ERA brand including: advertising, promotions, and site design/management for consumer website and franchise extranet. ERA's consumer website was the fastest, easiest property search available online and was the best at Cendant in converting visits to agent leads.

- Leveraged multiple franchisee and national marketing programs to increase ERA.com pageviews 375% from 400,000/month to 1,900,000/month
- Completed market research and implemented programs to improve customer experience. Increased percentage of property photos on website from 40% to 64%. Improved percentage of agent email addresses available from 10% to 42%. Lead conversions increased when photos and emails were added.
- Collaborated with international franchisees to create a consistent user experience for ERA sites worldwide. Created design standards, communicated key messages and goals, and arranged reciprocal links with international franchisees. In 1999, ERA websites worldwide consistently supported the brand image.

1992-1997 Held staff positions in marketing and technology at Printing Industries of New England, Dunkin Donuts Corporation, Polychrome Americas and Gamma One, Inc.

Education: MBA, Northeastern University, 1996
BS, Rochester Institute of Technology, 1992
CFMP, Certified Financial Marketing Professional, ABA Institute of Certified Bankers, 2003

Personal: Excellent public speaker; experienced with groups of all sizes including conference keynotes
Dual citizen of United States and Ireland (may work legally throughout European Union)
Currently reading: Purple Cow: Transform Your Business By Being Remarkable, Seth Godin