

STEVEN MILLER BRISTER

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EXECUTIVE SUMMARY

Marketing executive with proven experience leading the development and implementation of brand and business-building consumer marketing programs in the home entertainment, consumer packaged goods and travel industries. Known for strategic focus, team leadership, results orientation, and adaptability to changing environments. Areas of expertise include:

- Branding Strategy & Product Positioning
- Customer Acquisition & Retention Marketing
- Integrated Marketing Communications
- Interactive Marketing & Digital Media

PROFESSIONAL EXPERIENCE

MCCOMBS SCHOOL OF BUSINESS, UNIVERSITY OF TEXAS

2014 - Current

Lecturer, Marketing Department (2014 – Current)

Assistant Chair, Marketing Department (2019 – Current)

Instructor for introductory Foundations/Principles of Marketing courses for undergraduate students, Strategic Brand Management courses for undergraduate and graduate students, Digital Marketing for MSM students, and Marketing Management course for working professional MBA students.

- Marketing Department Undergraduate Curriculum Committee (2016 – current)
- Undergraduate Business Council Faculty Honor Roll – Spring 2018 & Spring 2019
- Working Professional MBA Faculty Honor Roll – Spring 2019 & Spring 2020

EVEN KEEL LLC

2013 - Current

Marketing Strategy Consulting Practice (Sole-Member)

Engage in consulting projects which leverage strategic concepts and frameworks through programs which meet unique business challenges and drive key metrics.

Areas of expertise include:

- Customer Acquisition – B2B and B2C lead generation, recontact, and conversion across multiple channels including direct marketing, online, call centers, retail and third-party partners
- Customer Development & Retention – New customer engagement, current customer cross-promotion, and relationship marketing programs including direct mail, email, and own media (website, video platforms)
- Integrated Marketing Communications – Strategy and program development across traditional media, digital & social media, public relations, consumer promotions and sales channels
- Product Marketing – Naming goods & services, product packaging development, product positioning, competitive analysis, pricing, and promotion strategies
- Branding Strategy – New brand creation, established brand repositioning, brand equity development, brand transition/rebranding and brand portfolio management (brand architecture, brand extension)

Recent projects include:

- **Interim Chief Marketing Officer for the Hideaway Report** (May – December 2018): Led the development of key strategies to growing this subscription-based travel content brand. Accomplishments include repositioning the brand, improving targeting strategies and customer acquisition program performance, and mentoring/developing the marketing team.
- **Continued project-based work for the Hideaway Report** (Q1 2019): Developing improved customer acquisition messaging, and developing strategies for evolving product pricing & packaging.
- **Development of a Communications Strategy Playbook for Indeed's SMB (small and medium business) Business Segment** (May – September 2018)
- **Development of Brand Transition Plan Strategy for AT&T Entertainment** (Summer 2016)

GAYFAMILYTRIPS.COM

2013 - 2015

Founder and Owner

Established and launched a new website focused on the travel needs of LGBT parents, providing unique travel information, advice and ideas. Site launched in February 2014 and reached over 1,000 unique monthly visitors.

- Developed the business plan for this entrepreneurial venture, and retained contractors to assist in website design, content development, site operations, analytics, marketing and sales. Management role included new content publishing, and developing marketing and sales partnerships.

SAND CHERRY ASSOCIATES

2008 - 2013

Principal and Marketing Practice Leader

Led marketing-related business development efforts and client engagements for Sand Cherry Associates, a broadband and telecommunications management consulting firm.

- Projects include working with a major telcos and programming developer to determine brand portfolio management strategies, improve internal Competitive Intelligence functions, develop strategies, detailed budgets and project plans for rebranding efforts, and recommending marketing strategies to improve a revenue and profitability performance.

TIME WARNER CABLE, Los Angeles, CA

2006 - 2007

Regional Vice President, Marketing

Led the consumer marketing team in TWC's largest geographic market, with over 2 million customers. Directed staff of 25 marketing professionals, and reported to EVP in charge of TWC operations in the region. Annual marketing budget exceeded \$50 million.

- Successfully launched the TWC brand in the Los Angeles market, generating high levels of awareness among customers and non-customers. Transitioned over 1.5 million acquired Adelphia and Comcast customers to TWC products and services via integration-related marketing programs, reducing customer churn.
- Developed and implemented the strategic plan to improve and standardize all TWC video, internet and phone products in the region, transforming products which offered less value than competitors' alternatives. Improved the content and differentiated benefits of digital cable products, and accelerated growth of high-speed internet business via launch of new products.

- Transformed prior marketing organization, evaluating staff strengths and filling experience gaps by recruiting outside talent. Implemented organizational structure based on strategic areas of functional expertise. Led team initiatives that generated greater budget efficiency and increased revenues.

DIRECTV, Los Angeles, CA**2001 - 2005****Vice President, Customer Acquisition Marketing & E-Business** (2004 – 2005)

Managed a team of 30 marketing professionals, and reported directly to CMO. Responsibilities included the redevelopment, management and marketing of the DirecTV.com consumer website.

Senior Director, Customer Acquisition Marketing (2001 – 2003)

Led national and local customer acquisition marketing programs, supporting all of DirecTV's distribution channels – including CE retailers, independent local dealers, regional Telco partners and the company's internal Direct Sales division. Reported to SVP of Marketing, then EVP of Sales.

- Directed the development and implementation of marketing programs that increased new customer acquisition rate by over 100%, despite significant ongoing changes to the business model and distribution channel mix. Net subscriber growth totaled 5 million during 4½ year period.
- Increased ROI of acquisition marketing budget by over 25%, while doubling spending level to over \$25 million. Achieved results through partnering with internal Sales, Advertising, and Customer Service departments, and with external agencies, retailers, and programming partners.
- Successfully hit key project benchmarks of multi-year DirecTV.com website redevelopment project, despite dramatic changes in the company's executive management team. Built the business case for significant capital expenditures, and drove all key phases of the project.

LANDOR ASSOCIATES, San Francisco, CA**1999 - 2001****Senior Branding Consultant** – Tropicana, Dr Pepper/7Up, Dean Foods, and Frito-Lay International

Led brand strategy consulting and design projects which resulted in new or refreshed brand identity systems for established products, line extensions and new product launches.

CM PARTNERS, Rolling Meadows, IL**1996 - 1998****Account Director** – Kinko's, Midas, Goodyear Credit Card, and Progressive Insurance

Developed, executed and analyzed consumer and business-to-business direct marketing programs, including new product launches, customer acquisition and relationship marketing.

LEO BURNETT, Chicago, IL**1989 - 1996****Account Supervisor** – Walt Disney World Resort

- Led the development of a lead generation program for Walt Disney World, generating over 2 million qualified prospects (primarily via DRTV advertising) and converting 20% of leads to WDW guests.
- Led strategy and implementation of a major customer relationship marketing program for Walt Disney World, generating an incremental 10% visit rate among participants within 8 months.

Senior Account Executive, Account Executive – United Airlines

- Managed the development and production of all United Airlines' domestic advertising. Budget ranged from \$40-\$60 million annually.

Account Executive, Assistant Account Executive – Philip Morris USA

- Led development, implementation and analysis of programs which expanded the Philip Morris direct marketing database, generating over 5 million new/updated database records in one year.

- Recommended loyalty and competitive conversion direct marketing strategies and for Marlboro, Merit, Virginia Slims, Benson & Hedges and several price-value brands.

SIGMA ALPHA EPSILON FRATERNITY, Evanston, IL

1985 - 1987

Assistant Director of Chapter Development, Education & Leadership Consultant

Provided consulting services and leadership training for over 50 collegiate chapters of the fraternity across the U.S. Achievements included the resolution of sub-standard chapter operations and the establishment of new chapters.

EDUCATION

M.B.A., Marketing, The University of Texas, Austin, TX (Spring 1989)
GPA 4.0, Sord Scholar, Presidential Scholarship, Dean's List

B.A., History and Economics, Duke University, Durham, North Carolina (Spring 1985)
GPA 3.5, Magna Cum Laude, Dean's List, Class Honors

PROFESSIONAL AFFILIATIONS

- Board of Directors, Family Equality Council (appointed to 3-year term in April 2015, reappointed in 2018)
- Panelist, **Ask The Marketing Experts** – NTCA Rural Broadband Association's Marketing Conference (April 2015)
- Guest Lecturer, U.T McCombs School of Business
 - Susan Broniarczyk's BBA Brand Management class – Fall 2013 and Spring 2014
 - Leigh McAllister's MBA Strategic Branding class – Spring 2014
 - Kapil Jain's EMBA Marketing Management class – Fall 2013
 - Leigh McAllister's MBA Sales Promotion Management class – Spring 1989-1991
- Presenter, **Competitive Segmentation**, CTAM (Cable & Telecommunications Association for Marketing) Summit, Summer 2006
- Presenter, **Diversity & LGBT Marketing**, LGBT Leadership Institute, UCLA Anderson School of Management, June 2006
- **Adversity Quotient** Executive Training, PEAK Learning, Summer 2005
- **Developing the Strategic Leader**, Center for Creative Leadership, Fall 2003
- Presenter, **Branding in a the Dairy Category**, International Dairy Foods Association Annual Conference, Summer 2000