

Mark N. Burgess
810 Dow Road
Bridgewater, NJ, USA 08807

Home: 908.725.6464 | iPhone: 908.581.7300 | Twitter @mnburgess mburgess@bluefocusmarketing.com

EDUCATION

Fairleigh Dickinson University

Executive M.B.A. in Management (1994) | Executive Program Sponsored by AT&T

University of Pittsburgh, Pittsburgh, PA

B.A. in Journalism, Cum Laude

Executive Education:

Dartmouth College, Hanover, NH

Amos Tuck School of Business, (1996)

Certificate in Telecommunications Strategy

Duke University, Durham, NC

The Fuqua School of Business, (1995)

Certificate in Marketing Strategy

Wroxton College, Oxfordshire, England (1993)

International Studies – courses in Executive MBA program

Disney

Creative Leadership School, Orlando, FL, (1992)

Certificate in Leadership

TEACHING EXPERIENCE

Rutgers University, New Brunswick, NJ

Part-Time-Lecturer | Adjunct Faculty, Department of Marketing (since 2011)

Dual responsibilities: Teach in the Rutgers Business School MBA and Rutgers Masters of Business and Science degree programs. Courses taught include Consumer Behavior, Marketing Management, Digital Marketing, Strategic Marketing, Market Assessment, and teach in Rutgers University Executive Education Mini-MBA executive education program for these modules: Social Media Marketing, Digital Marketing and Content Marketing.

Fairleigh Dickinson University, Madison, NJ

Professor of Marketing (since 2010)

Teach undergraduate, MBA and EMBA courses: Social Media Marketing, Marketing Principles, Social Media Strategy, Internet Marketing and Direct Marketing, Marketing Strategy, and Creativity and Innovation. Provide faculty training for content marketing and social media marketing in the Silberman College of Business. Appointed to the FDU Digital Advisory Board.

American Marketing Association (AMA) - Expert Training Faculty

Develop and teach Integrated Marketing Communications and Content Marketing workshops (since 2012), in New York, San Francisco, Atlanta, New Orleans, Los Angeles, Philadelphia, Boston, D.C., and Chicago. Creating a new workshop for the AMA on Social Employees Advocacy Marketing.

Rider University, Lawrenceville, NJ

2006 to Present | Adjunct, Marketing

Priority Adjunct | Achieved highest adjunct rank in Rider University. Teach graduate and MBA courses in marketing, business and communications.

Rider University, Lawrenceville, NJ

2010 to 2012 | Full-time Instructor, Internet Marketing

Professor of Interactive Marketing, (NON-TENURED POSITION), Marketing Department. Adjunct marketing professor since 2006. Teach honors level marketing courses, Strategic Marketing for the EMBA program, Internet Marketing, Advertising, Marketing Communications in the program. Co-Advisor to Marketing & Advertising Student Association, focusing on social media opportunities for local businesses. Lead role facilitating one-day seminars for the Rider University CBA Executive Center for Education & Development (EXCEED), including creating and presenting the Exploring Effective Online Marketing one-day seminar, June, 2010.

Executive MBA, MBA and undergraduate courses plus new course development. Online and classroom courses.

Marketing Analysis & Planning (MBA program)
Marketing Management (EMBA program)
Marketing Research (MBA program)
Strategic Marketing (EMBA program)
Marketing Management (undergraduate capstone course)
Advertising Media Planning & Strategy (undergraduate)
Marketing Principles (undergraduate) online course & classroom
Sales Management (undergraduate)
Business-to-Business Marketing (MBA and undergraduate)
Advertising Principles (undergraduate)
Consumer Behavior (undergraduate)
e-Commerce (undergraduate)
Internet Marketing (undergraduate)
Search Engine Marketing (undergraduate)
Strategic Business Writing (graduate Master Arts Business Communication)

Course development: created courses in: Internet Marketing, Search Engine Marketing and received grants for developing Introduction to Social Media Marketing.

Centenary College, Hackettstown, NJ

Adjunct Faculty, Marketing and Business Department (since 2005)

MBA program and undergraduate program – teach online and classroom courses

Strategic Marketing Management (MBA program)
Problems in Marketing (MBA program)
International Marketing Management (MBA program)
Product Management (MBA program)
Marketing Principles (undergraduate)
Social Media (undergraduate)
Business Writing (graduate)
Individual and Team Management (undergraduate)
Advertising and IMC (undergraduate)
Marketing Research (undergraduate)
Microeconomics (undergraduate)
Business Presentation & Applications (undergraduate)
Organizational Behavior (undergraduate)
Seminar in Business (MBA program)
Leadership (MBA program)

New Course development:

- Created Marketing Principles and Social Media Marketing (new undergraduate online marketing courses)
- Since 2005, have taught over 100 online marketing courses

Skills and Qualifications:

- Integrated Marketing Communications and Strategy
- Digital marketing, business communications, strategic writing and communications, content marketing, Internet marketing, Social Media Marketing (SMM) Search engine marketing (SEM) Search Engine optimization (SEO), content strategy, email marketing, event marketing, advertising, direct marketing, and public relations.
- Training, Ad agency management and client-side strategic marketing
- Integrated marketing strategy (traditional marketing, digital and social media marketing)
- Social employee brand strategy and activation in the enterprise.
- Online course development and delivery through Lynda.com (purchased by LinkedIn \$1.5BB): Created a new online training course (Social Employees: The New Marketing Channel) March, 2016.

Awards and Honors

- Co-Author: *The Social Employee*, McGraw-Hill 2014. Best Seller.
 - <http://www.amazon.com/The-Social-Employee-Great-Companies/dp/0071816410>
 - Created a Lynda.com online training course: *Social Employees: The New Marketing Channel*.
- Top 200 Content Marketing Influencers - Ranked #19 in 2014
- TED Talk - May, 2014, <https://www.youtube.com/watch?v=FZUlp0ybaec>
- *Rutgers Business Review* – published article in inaugural issue September 2016. “Shaping the Future: The New Social Ecosystem” <http://www.rbusinessreview.org/rbr010108>
- Awarded *MarketingSherpa* 2012 Award for “Best Social Media Marketing Blog”
- Contributor to Wharton Future of Advertising 2020 Program; featured in book to be published 03/16.
- Wharton Marketing Matters Business Radio featured guest (Sept 2016)
- Awarded the prestigious *Joel A. Kobert Award* at Centenary College, Hackettstown, New Jersey. This award was presented for teaching excellence & contributions to the field of higher education. May, 2009.
- 2014 Gates-Ferry Lecturer for Centenary College
- Forbes: Named to Top 100 Must-Follow Marketers 2014
- Received grants from Rider University to create online courses.

PROFESSIONAL EXPERIENCE

Senior business management, marketing and education professional. Expertise in directing and executing integrated domestic, global and multicultural strategic marketing B2B and B2C programs. Experience across a range of business disciplines including strategic brand management, marketing strategy, marketing communications, education and training, social media marketing, content marketing, advertising, digital and direct marketing, and ad agency management. Education experience includes interactive marketing instructor for EMBA, MBA and undergraduate programs and extensive online marketing instruction and course development.

Blue Focus Marketing® - Bridgewater, NJ - Social Brand Consultancy President & Co-founder

2010 to Present. Responsible for marketing planning, strategy and business development. Blue Focus Marketing is a social branding consultancy that helps brands realize the benefits of social media marketing. Utilizing an innovative social media model, delivers customized on-site social media workshops. Expert blogger for AT&T Business Solutions since November, 2011, writing on social media topics. Won 2012 MarketingSherpa Award for “Best Social Media Marketing Blog.” Co-author of *The Social Employee*, McGraw-Hill, 2014, featuring success stories from several leading brands: IBM, AT&T, Dell, Cisco, Southwest Airlines and Adobe.

**TKG Consulting - Bridgewater, NJ - Ad Agency New Business
Global Chief Marketing Officer**

2003 to 2010. Senior marketing executive at management consulting firm specializing in ad agency new business (planning, strategy and presentations). Responsible for marketing strategy & planning, marketing communications, new product development, brand management, interactive/digital marketing, social media and search marketing.

**1SYNC - Lawrenceville, NJ
Director of Marketing**

2001 to 2003. Responsible for branding, marketing communications, e-commerce, public relations and strategic marketing initiatives. UCCnet division absorbed into 1SYNC, targeting small to large enterprises, leveraging XML standards developed by UCC to integrate item registry and data synchronization services to improve supply chain efficiency. CPG industry trading partners include: Kraft, Coca-Cola, General Mills, P&G, Wal*Mart, Wegmans and several hundred others.

- Created brand strategy for subscription marketing campaigns and new services launch.
- Drives the effectiveness of all e-marketing initiatives:
 - Awarded Forbes ASAP "Best of the Web" (Top B2B Websites) - Fall 2002
- Led a "drive-to-web" e-marketing strategies to cost-effectively increase subscriber acquisitions.
- Created strategy for a flash process demo that generated leads resulting in 20% of sales.
- Implemented targeted e-marketing initiatives that generated cost-effective leads to Inside Sales.
- Evolves integrated, holistic mix of online and offline marketing programs to achieve optimal ROI.
- Developed strategy and plans supporting the Alliance Partner Marketing Program consisting of solution provides such as IBM, Microsoft, Cyclone Commerce, Commerce One, Oracle and many others.

**PricewaterhouseCoopers - Global Marketing and Brand Management - New York, NY
Director, Digital Marketing**

1999 to 2001. Responsible for Management Consulting Services global and e-business website: Web strategy, content development, workflow processes, e-marketing campaigns and overall business strategy. Led team of freelance writers and marketing managers in the U.S. and around the world.

- Managed global content initiatives, developing success stories, white papers and other thought leadership content to meet customer needs. Results: highly rated content among target audiences.
- Led development of a new global website strategy, digital branding, design and metrics (pre-IBM merger).
- Built a global research e-panel (database of over 1,700 web visitors) to gain feedback on new concepts, applications and to understand how to meet the "high value" content needs of global users
- Pioneered use of online text chat to improve customer relations and generate leads. Resulted in a 95% "extremely" satisfied rating from website visitors.
- Created and executed interactive drive-to-web strategies. Designed fully integrated marketing approach that resulted in cost-effective new hires (consultants) and improved media efficiency used in campaign.
- Provided direct RFP strategy/support to CRM consultants to generate new business engagements. Resulted in 40% success rate among prospects that elected to work the firm.

**Lucent Technologies - Business Communications Systems, Basking Ridge, NJ
Strategic Customer Communications Director - Global Marketing**

1997 to 1999. Led global marketing communications team including programmers, graphic designers, and writers to manage the public Internet, corporate Intranet and create all marketing communications materials.

- Developed and executed integrated marketing campaigns via traditional and new methods.
- Achieved 5-8% direct marketing response rates and high conversion rates on new offers.
- Managed public website including messaging, architecture, e-support, content, operations. Resulted in 20% increase in site traffic and unique visitors to Internet and 20% increase in daily visits to Intranet.
- Managed corporate Intranet including development of a portal to address needs of the sales force. Results: sales portal enabled sales team to increase productivity, spending less time looking for information.
- Conducted major redesign of Enterprise website. Usability testing resulted in significant increase in user satisfaction among several user experience scenarios.

AT&T - Brand Strategy & Marketing Communications, Basking Ridge, NJ

Interactive Marketing Communications Director

1996 to 1997. Responsibilities: Managed team of marketing communications professionals to focus on launching two new bundled services: launch of the AT&T WorldNet service and AT&T's entry into the digital satellite TV marketplace. Focused on the strategic evolution of att.com into a marketing website.

- Created marketing/communications strategies and executions to support the launch of AT&T WorldNet Internet Access Service. Focus on direct marketing and e-marketing.
 - Resulted in 600,000 subscribers in first year and eventual position as the #2 ISP behind AOL
 - Initial work on the DIRECTV joint venture led to the acquisition by AT&T in 2016.
- Bundled offer creation and testing produced high incremental retention value among long distance customers. Achieved 10% increase in retention rate of long distance callers with a value in the millions of dollars.

AT&T - Consumer Communications Services, Emerging Markets, Basking Ridge, NJ

Relationship Marketing Director

1995 to 1996 - Responsibilities: Led a multidisciplinary team to create value propositions to deepen long distance customer relationships and reduce churn. Steps: Ideation, screening, analysis, integration and launch.

- Managed product marketing and new product development process across AT&T businesses introducing nine bundled offers. Results: achieved significant incremental retention to minimize long distance churn.
- Spearheaded development of marketing plan/strategy to launch WorldNet. Also, developed and tested new offer concepts, analytics and forecast for long distance retention value for multiple offers.
- Integrated high potential bundled offers into multiple marketing streams across the \$30 billion long distance SBU. Realized substantial savings in marketing costs by leveraging existing marketing efforts.

AT&T - Multicultural Marketing Communications Director

1993 to 1995 - Responsibilities: Managed direct marketing and advertising professionals in the development of fully integrated marketing communications for the Asian and Assimilated markets. Promoted to Director.

- Achieved significant improvements in market share & bolstered brand position
- Exceeded calling plan objectives by 15% via integrated marketing communications program mix
- Awarded two EFFIE awards for outstanding marketing in the Asian market

AT&T - International Advertising Manager - Multicultural Marketing Communications

1990 to '93 - Responsible for International awareness and win-back advertising and direct marketing.

1987 to '90 - Managed all International advertising and execution. (Promoted to District Manager in 1990)

COVIDEA - An AT&T Interactive Joint Venture with Time Inc., & Chemical Bank - NY, NY

Director, Advertising & Public Relations

1985 to 1987 - Responsibilities: Managed team to develop brand strategy, advertising, public relations and direct marketing initiatives to launch new interactive services brand into a new online services category. Promoted online banking services in New York metro and California markets.

- Developed brand identity and strategic positioning to implement integrated marketing plans targeting interactive services to consumer and small business markets.
- From '83 – '85, held position of Interactive Product Marketing Manager for AT&T Information Systems. Developed marketing plans for introduction of new electronic services. Promoted to Director.

Ketchum Advertising - Pittsburgh, PA – Vice President, Account Supervisor,

New Business Director

1981 to '83 - Provided strategic direction for consumer and corporate advertising: Heinz, U.S.A., PNC Bank, Rubbermaid and Westinghouse Corporate. Billings: \$35MM. Directed agency new business efforts.

- Re-positioned Heinz Alba 66 & 77 from boring diary drinks into great tasting snacks that satisfy a dieter's craving for chocolate. Achieved significant increases in case sales
- Grew retail banking market share for PNC in competitive Pittsburgh market
- Introduced the Rubbermaid Roughneck (company's most successful new product)

McCann-Erickson, Inc. - New York and Chicago - Vice President, Account Supervisor

1977 to 1981 - Moved from account management training program to VP in under five years.

- Developed advertising strategies to move L'Oreal's Preference Hair Color to the #2 brand
- Introduced L'Oreal Excellence hair color to compete with lower priced competitive brands
- Increased Sears menswear sales by 15% vs. previous year