

Jeff Greenhouse

Experienced Marketing & Analytics Executive

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Data-driven marketing and analytics executive with a strong emphasis on ROI. Experienced manager and team-builder with a track record of successfully growing businesses and brands. Strong collaborator capable of bringing entrepreneurial agility into large companies. Understands what makes consumers respond and brands succeed. Over 20 years of digital marketing experience and thought leadership.

Founded, grew and sold an award-winning digital marketing agency, consulting for scores of B2C and B2B brands. Built, managed and motivated teams of talented professionals across various design, marketing and technology specialties. Co-founded the first company to combine viral marketing and promotions, building an opt-in database of 6.5 million consumers in a 6-month period before selling the company to About.com.

Currently leading analytics and data product efforts at Discovery, Inc. (owner of Animal Planet, Discovery, Food Network, HGTV, TLC and Travel Channel), championing the use of data and insights to transform the business and optimize business results.

KEY EXPERTISE

- Digital Marketing
- Branding & Brand Marketing
- Analytics and ROI Analysis
- Customer Relationship Management
- Omni-Channel Marketing Strategy
- Competitive & SWOT Analysis
- User Experience
- Digital Product Development
- A/B Testing and Optimization

PROFESSIONAL EXPERIENCE:

Discovery, Inc. – New York, NY

Director of Data Products & Analytics

January 2017 - Present

Enhance the data ecosystem by developing tools and products that make data more powerful and more valuable across the enterprise. Work to align our data strategy with our business strategy to give us a competitive advantage in a rapidly changing marketplace. Empower stakeholder groups across the enterprise to be more data-driven and give them new products to sell to advertisers and new ways to increase revenue and maximize ROI.

Lead the data product vision and R&D, with an emphasis on combining different types/sources of data, increasing end-user efficiency and experience, and promoting reusability and automation

Key Accomplishments:

- Helped generate **40% year-over-year growth** in data-driven digital advertising revenue.
- Developed and launched **marketing performance and optimization system** to support paid media and customer acquisition efforts, resulting in 14% reduction in cost per acquisition and improved customer database demographics.
- **Member of senior strategy team** (comprised of VPs and SVPs) guiding the company's gTLD strategy.
- Launched the company's first **comprehensive view of OTT video consumption and monetization**, combining data from websites, apps, connected devices and MVPD carriers.
- Developed methodology for **improved attribution analysis** of sweepstakes entrants.
- Led effort to collect additional (opt-in) first-party customer attributes to support **personalization and advanced segmentation**.
- Created and validated methodology to support launch of **advanced linear TV advertising products**.
- Launched proprietary StreamView system to provide **detailed content performance analysis** of **more than 60,000 video assets** across web, app, social and connected devices.

Scripps Networks Interactive – New York, NY

Director of Marketing & Analytics, SLN

February 2015 – December 2016

Used combination of first- and third-party data to optimize the company's digital video syndication business. Managed relationships with outside measurement partners and collaborated with other teams and stakeholders to create a nimble, data-driven culture.

Key Accomplishments:

- Designed comprehensive **Business Overview Dashboard**, comprised of **over 60 critical metrics** visualized in Tableau to monitor the entire video syndication business in a single screen.

- Created **three analytics/data inventions** currently in various stages of filing under **SNI's Patent Program**.
- Recipient of the **2016 SNI Inventor Award**.
- Created system and methodology for **comparative performance testing of sets of video content**.
- Created **new premium ad product** combining curated flat and video content with rich data capture and analytics.
- Led efforts into **measurement and optimization of viewability and NHT**, working with multiple measurement vendors including Integral Ad Science, MOAT and Google. Negotiated vendor contract, obtaining significantly discounted pricing and preferable terms for Scripps.

Scripps Networks Interactive – New York, NY
Director of Marketing, ULIVE

January 2014 – February 2015

Worked to evolve the ULIVE brand, develop our audience of consumers via a mix of paid media, social media, email and digital marketing, and champion the use of data and analytics to optimize reach, engagement and monetization. Managed a multi-million dollar marketing budget, collaborating with editorial, programming and technology teams to maximize return on marketing investments. Combined the quantitative with the qualitative, harnessing insights from billions of event beacons and proprietary research to understand and optimize business performance.

Key Accomplishments:

- **Doubled effectiveness of paid social advertising campaigns**, allowing us to shift a larger percentage of our media budget to platforms that carry additional exposure for the brand.
- **Reduced overall cost-per-video-ad-begin on ULIVE.com by 28%** between Q1 and Q3 2014.
- Developed a **custom analytics and reporting system** merging 5 types of internal and external data to analyze the performance and shareability of our database of over 10,000 videos.
- Created **traffic/paid media pacing system** allowing the marketing team to more effectively control traffic levels to respond to advertiser opportunities and campaign delays.
- Performed the division's first **in-depth viewer behavior study**, focused on loyalty, visit quality, video consumption & revenue generation.
- Overhauled the web traffic segmentation model for ULIVE.com, **improving accuracy and revenue attribution**.

201 Proof, LLC - Hoboken, NJ
Lead Consultant

September 2011 – January 2014

Helped companies sell more and sell more efficiently by aligning their brand story, maximizing use of both new and proven technologies and effectively connecting their people, platforms and messages. Provided marketing strategy, brand development and technical guidance to clients in diverse industries including food & beverage, retail, casino gaming, high technology and healthcare.

Key Projects:

- Served as contract **Chief Marketing Officer** for CEO Connection guiding marketing strategy and running all marketing programs for a membership organization exclusively serving CEOs of mid-market companies (companies doing between \$100 million and \$3 billion per year). Contribute to program structure and membership benefits plan to drive renewals and referrals. Manage CRM and email marketing program that reaches more than 7,000 mid-market CEOs around the world.
- Served as contract **Chief Marketing Officer** for BehaviorMatrix, a behavioral/emotional analytics startup. **Created entire brand and marketing program** including web, print, email and event materials. Aided in the productization of the technology and the creation of a tiered product offering geared toward upsells.
- Created **digital marketing/engagement strategy to integrate web, mobile, social and loyalty efforts** for Viejas Casino Resort after performing extensive competitive research.
- Helped an expanding national chain of wine bars develop an integrated **omnichannel strategy** for mobile, social and loyalty programs to fuel growth and **lead to new revenue streams via gift cards and eCommerce**.
- Created a UGC (user generated content) promotional program for the Mid-Atlantic Dairy Association that integrated live event participation and social sharing/engagement to grow the organization's audience and spread its key marketing message. Engaged 7,500 consumers at initial live event, resulting in **2,900 photos** posted to Facebook. Garnered **social interaction on over 15% of posted photos. 25% increase in Facebook Page Likes in first 8 days**.
- Provided strategic and creative guidance to a manufacturer of nutritional and health supplements to help it **establish a direct eCommerce channel without alienating its retail channel partners**.
- Delivered **social media strategy** and training for ~50 specialty food companies on behalf of the Specialty Food Association.
- Advised an eCommerce-focused division of SONY Music on a **CRM customer segmentation strategy**.

Singularity - Philadelphia, PA

February 1995 - September 2010

Founder, President & Chief Strategist

Founded digital marketing agency in 1995. Grew agency revenues by 273% between 2005 and 2007, achieving a #30 ranking on the 2008 Philadelphia 100 List of fastest-growing, privately-held companies. Led Singularity to **140 design and marketing awards** between 2006 and 2010. Sold Singularity to media agency Communications Media, Inc. in July, 2009. Served as President for 14 months following sale.

Established relationships with numerous B2C and B2B brand clients, including:

- Kellogg's
- Fiskars Brands
- Seneca Foods Corporation
- Omaha Steaks
- Kaiser Permanente
- Kensington Computer Products
- CubeSmart (formerly U-Store-It)
- New England Home Magazine
- Mid-Atlantic Dairy Association

Key Projects:

- Engineered and architected a new eCommerce website for Darden Business Publishing at the University of Virginia, replacing an existing Seibel-based solution. **Site traffic increased 900%**. Online sales increased 162% in first year, 122% in second year for a **cumulative 580% increase over 2 years**.
- Served as webmaster for OmahaSteaks.com, **improving the effectiveness of its eCommerce** and digital marketing efforts and helping the company maintain a lead in the nascent world of online commerce.
- Planned, built and managed **three generations of eCommerce sites** for Mueller Recreational Products, generating millions of dollars in online sales. Implemented functionality to support complex pricing structures including per-item volume discounts, mix-and-match, add-ons and upsells. Advised company on changes in shipping options, promotions and email marketing to increase sales.
- Redesigned eCommerce site for FamousCookies.com, generating significant increases in eCommerce sales. **Created new line of named assortments that became 5 of the top 7 selling items on the site**.
- Planned and guided a website redesign for Carlisle Wide Plank Floors including usability enhancements and organic SEO, resulting in an immediate **200% increase in sales leads**, an increase in lead conversion and a cover-story feature in Fortune Small Business Magazine. Managed paid SEM and web analytics reporting to drive additional traffic and conversions and respond to copycat moves from competitors.
- Architected **the first dedicated mobile website** for the Thomas Jefferson University Hospitals to better serve patients and stakeholders. Developed user segmentation and prioritization plan incorporating user personas and use cases based on analysis of positional and need states. (Gold Award Winner at the E-healthcare Leadership Awards).
- Created a highly successful viral advergaming for Kensington Computer Products that put the brand in front of **45,000 consumers in over 100 countries with \$0 spent on media**.

Glowbug.com Inc - Houston, TX

January 2000 - December 2000

Co-Founder, Sr. Vice President - Product Development

- Co-founded the **first company** to combine **viral marketing techniques**, sweepstakes and promotions.
- Grew membership database of **6.5 million members within 6 months of launch** on a minimal capital investment based on a keen understanding of the factors that motivate consumer behavior.
- Delivered highly successful targeted campaigns for customers including: **American Express, AT&T, BMG, Half.com, Havoline, Martha Stewart, Shell and Walmart**, achieving profitability in month 5.
- Designed, built and managed website platform with integrated viral marketing system.
- Expanded platform to include online member accounts and casual games, generating alternate revenue streams from CPM and CPC display advertising.
- Grew company to 25 employees in 2 offices in Houston.
- Sold company to About.com, Inc. in October, 2000.

EDUCATION

Bachelor of Science, Entrepreneurial Management & Information Technology (dual concentration)

The Wharton School of the University of Pennsylvania – Philadelphia, PA