Mary Catherine “Catie” Saralegui

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I am a passionate, experienced, and motivated executive who thrives in creating impactful advertising, social, influencer and partnership, data-driven plans with measurable results. With more than 18 years of experience in various senior roles at top-tier agencies and global Fortune 200 brands, I have proven success in leadership for both internal and external resources. I work well in both autonomous and collaborative situations. I possess tactful but fierce negotiating and organizational skills, in addition to excellent written, presentation, and verbal communication skills.

**SENIOR MARKETING EXECUTIVE**

Brand Strategy | Analytics | Digital Marketing | Communications

A talented marketing leader with expertise in creating impactful advertising, social, influencer and partnership, data-driven plans with measurable results for top-tier agencies and global Fortune 200 brands. Led concurrent, complex processes with cross-functional delivery teams and oversaw/built traditional and dig creative marketing strategies and plans for growth.

* Built and led concurrent, complex processes with cross-functional delivery teams with five to one hundred and fifty members.
* Consistently establish, foster and leverage strong staff, industry media and vendor relationships.
* Direct, hands on experience with CRM and SEO tools such as Google Analytics, Google Adwords, HubSpot, WebTrends, Cision, Eloqua, Seismic, and SalesForce.
* Extensive experience in multiple disciplinary industry products and services - B2C, B2B, CPG, Insurance (Carrier, Brokerage, Specialty P&C, Life, Health, and Executive Risk), Fashion, Fitness, Autos, Technology (IoT, Cloud, SaaS, Ad, and consumer), Healthcare (and Health Tech), Medical Nutrition, Events, Skincare and Beauty, Luxury, Travel/Hospitality, Entertainment, Real Estate, Food and Beverage, Manufacturing, Sports Teams and equipment, Sustainability (technology and conservation / preservation), Auto Racing, Entertainment and Non-Profit.
* Experience with global brands marketing/communications and planning.

**Industry Products And Services**

Healthcare | Pharma| Sports | Travel/Hospitality | Fashion | Fitness | Auto | Cloud | IoT | SaaS | Pharmaceutical | Technology | Cannabis | Construction | Finance | Real Estate | Insurance

# PROFESSIONAL EXPERIENCE

**USC Annenberg School of Communication and Journalism Los Angeles, California February 2021 – Present**

**Adjunct Lecturer – Nonprofit Advocacy, Graduate School**

**Tata Consultancy Services, Inc. Los Angeles, California June 2021 – Present**

**Director of Client Services**

Lead the development and implementation of a multi-million-dollar budgeted agency life sciences accounts, campaigns, and digital marketing initiatives. Manage three five client account teams across the TCSiLS business unit with a combined budget of $100+mm. Serve as cross-agency team lead and liasse with IT/IS account teams as well.

**SwoopIn, Inc. Los Angeles, California August 2020 – Present**

**Chief Marketing and Communications Officer**

# Work alongside the Founder, CEO and team to launch the SwoopIn app initially in the LA market and from there quickly scale in the US and ultimately globally. I lead and participate in road mapping, brainstorming, and strategy for launch and traction in securing funding from VC, PE and UHNW investors which will allow us to ramp up operations in more than one market simultaneously.

# In conjunction with the team, lead strategy and innovative monetizable use cases and features for the SwoopIn platform.

# Own the strategy for our growth and direct-to-consumer audience and enterprise/business users’ acquisition.

# Develop a launch plan for the app focusing on initial consumer and business/enterprise user mobile acquisition for the SwoopIn app.

# Identify and prepare a list of mobile growth metrics/KPIs both for gauging the success of the launch plan and subsequent platform growth and for VCs, PEs (such as CPI, CPE, LTV, ROAS, DAU, MAU, ARPDAU) and in coordination with IT ensure the platform’s dashboard can generate these.

# Outreach to business/enterprise customers in conjunction with the CEO and/or Founder in the principal LA area.

# Develop collateral for onboarding business/enterprise users.

# Define and implement unified social media and web strategy and drive daily content creation, content distribution, audience engagement, etc., and lead eventual recruitment of a Social Media Manager.

# Establish metrics and goals for tracking social media reach and effect, report on insights.

# Monitor and forecast digital trends, best practices, emerging technologies, and risks; assess competitors and make recommendations; benchmark performance across all channels as it relates to competitors within our space.

# Stay abreast of industry trends in social media and new technological and/or monetization trends.

# Proactively obtain user, business/enterprise feedback on features and recommend new features to IT which enhance the app and/or lead to new monetization/revenue streams for SwoopIn.

# Understand the SaaS space and provide a road map to transition and convert businesses and enterprises to a subscription and service-based model over time, including traditional services such as views, click throughs, advertising, and new innovative uses of our platform.

**Merlin Mobility Foundation/Merlin Mobility, Los Angeles, California June 2020 – Present**

**Strategic Marketing and Communications Advisor**

# Develop and distribute all communications for The Merlin Prize, the Merlin Mobility Foundation, and Merlin Mobility.

# Aligned with goals to distribute the Foundation and company mission.

# Conducted competitive analysis and research, created concepts, and direct all campaigns to develop and evolve the overall marketing and PR plan for FY20 for all entities.

# Designed and built message mapping tool for verbal identity to tell company mission, story, purpose, brand essence, tone and voice and unify the message across the organization.

# Produced concepts and design of accompanying brand campaigns and content to raise awareness within the markets against competitors and for investors/donors.

# Drove all content and quality control for webinars, white papers, case studies, podcasts, blogs, events, and editorial content.

# Develop and distribute communications for donors and The Merlin Prize for inclusive design.

# Engaged and managed the teams of graduate students from USC Annenberg School of Communications for both Merlin Mobility and Merlin Mobility Foundation communication strategies.

**Alliant Insurance Services, Los Angeles, California August 2019 – July 2020**

**VP, Specialty Marketing Strategy and Communications**

# Planned, developed, implemented, and measured the overall business marketing and communications strategy for ten vertical business units. Reported to our President for the Specialty division and co-COOs for Alliant Specialty.

# Aligned with growth goals for new business, acquisitions, leveraged hires and renewal client and prospect business goals.

# Conducted competitive analysis and research, created concepts, and direct all campaigns to develop and evolve the overall marketing and PR plan for FY20 for Specialty and 10 vertical lines of business. Focused on the development and measurement all business lines through pre-determined KPIs, data indicators and course correction.

# Managed our business relationship with agency of record to rebrand and customized vertical brand system, brand book, and brand strategy.

# Designed and built message mapping tool for verbal identity to tell company story, purpose, brand essence, tone and voice and unify the message across the organization.

# Produced concepts and design of accompanying brand campaigns and content to raise awareness within the markets against competitors.

# Oversaw the sales teams (customized by vertical) and all sales enablement materials and onboarding documents for acquisitions.

# Drove all content and quality control for webinars, white papers, case studies, podcasts, blogs, events, and editorial content.

# Engaged and managed the teams of graduate students from USC Annenberg School of Communications for Public Entity (CSAC-EIA national rollout and crisis communications) and Cannabis communication strategies.

## Catiedid, Inc.

**CMO/Marketing & Communications Consultant November 2009 - Present**

Hired as a CMO within an advisory capacity to build and grow brands for agencies, startups to Fortune 200/Unicorn 20. Led account planning, brand platform development, integrated marketing planning, communications planning, marketing/ad campaign concept development, GTM strategy, content distribution, KPI/Data Analysis, strategic business planning, brand product architecture, naming, digital strategy (e-commerce, UX/UI, & content), operations, personal development and targeting, production and business planning.

**Agency Partners/Clients:** HARMONICA, The Distillery Project, ZEESMAN/Fidget Branding, Sagon-Phior, The Marketing Arm, PHENOMENON, The Shand Group, Team Mayday, and Drawn.

* Grew existing accounts 150-200% on average, converted project-based business to retainers, and landed new accounts with budgets from $100k to $20mm.
* Improved margins (from 35% net to 65%) by evaluating process efficiencies, change management for new naming and branding, data insights and planning.
* Launched many consumer brands, large and small (Caulipower, Bio-Up, Scupltra, and Intarcia) by leading teams to determine brand/communications, and GTM strategy and implementation.

**Brand Highlights:** Sientra/BioCorneum, Intarcia Therapeutics (launch), Amgen (launch), Medtronic Diabetes, Takeda**,** Sculptra Aesthetic Launch,Caulipower, No Denial Foods, Comvita, Coco Libre, LA Rams, LA Clippers, Fiat-Chrysler, Alfa Romeo, Audi, Wilson Athletics, Acne Pro1, Arrow Electronics (IoT/Cloud, Sustainable Technology Solutions), Sony Pictures Entertainment, Disney/ABC TV, Onsite Dental, Intel, Toshiba Consumer Products, Vail Resorts, Westfield Shopping Centers, DangerTV, Atkins, USC Marshall School of Business, Mr. Cooper Mortgage., thinkThin, GIA, Leo Schachter Diamonds, The Platinum Guild, SCMSDC, LA Public Libraries, NAYALI, IFG World – Fit & VR, Salesforce Foundation, St. Jude, Easter Seals, NBA, NFL, El Pollo Loco, The Coffee Bean & Tea Leaf, Intarcia Therapeutics, American Family Insurance, McKesson, and Medtronic Diabetes.

**Most recently**, L-Nutra, (CPG), Caulipower, Wellset.co (healthcare/tech), Comvita, and Bio-Up **Baker Brand Communications
Account Strategist and Director Santa Monica, California August 2012 – March 2014**

Managed business development, team development, client relationship, and campaigns for B2B & B2C clients. Grew my in-house accounts by 145% within 12 months and secured three new business accounts.

* Developed communications plans, platforms, naming, change management, collateral audit and plans, client service, data set for discovery, insights and execution, and vendor negotiation for all internal and external, client and project relationships
* Created all studio processes and quality management practices for creative and production deliveries to ensure on-time, quality delivery from the project management perspective as well as internal team management.
* **Clients:** Obagi Medical Products, Medtronic Diabetes, Occidental Petroleum, Mitek, and Lytx (formerly DriveCam), American First Credit Union.

**Right Bank Babies**

**Founder, LLC Partner, CMO / COO Los Angeles, California April 2007 – December 2012**

Developed a globally distributed high-end baby and kids clothing line produced both in the US and China. The company endured despite the recession and was purchased in 2012.

* In my role as COO, I steered all operations of the company including business planning, budgeting, HR/staffing, employee benefits, production & distribution customer service, fulfillment, global currency, and financial planning.
* Improved margins from 30% net to 60-65% by product and season by creating efficiencies in operations, product development and manufacturing.
* Through business planning, acquired $2.5mm debt financing and an additional $2mm equity investment.
* As CMO, negotiated with partners to distribute product line across 8 countries and 700 specialty stores worldwide in addition to Barney’s, Neiman Marcus & Nordstrom’s in the US, Takashimaya and Mitsukoshi in Japan.
* Planned and implemented all advertising & marketing, global sales force, global trade shows, and all global marketing and communications.

## Publicis Medical Education Groupe

**Client Services Director Chicago, Illinois January 2006 – April 2007**

Led the development and implementation of a multi-million-dollar budgeted speaker bureau, campaigns, and digital launch programs across 40 Publicis agencies. Managed five client account teams across the medical education (Scientific Voice) business unit with a combined budget of $60+mm. Served as cross-agency team lead for Sculptra Brand Launch team for Sanofi/Dermik Aesthetics.

* Spearheaded the analysis, findings, and implementation of program distribution for maximum penetration of physician markets for training programs to ensure saturation in high production aesthetic markets
* Developed and managed digital communications portals for physicians, sales reps, and patients for housing brand guides, communications, presentation materials, prescribing and important safety information, and orders.
* Implemented effective feedback strategies for physician/brand communications and KPI measurement.
* Created/produced/built successful new business pitches for Procter & Gamble OTC (Crest-Oral-B), Wyeth, and Bristol-Myers Squibb while managing client service teams for PDL BioPharma (Cardene & Retavase), Mead Johnson Infant Nutritionals, and Sanofi Ambien CR.

## College Of American Pathologists

**Director, Events Northfield, Illinois August 2004 – January 2006**

* Served as the cross-functional team lead for 3,000+ attendees with the pathology annual education association meeting. Conducted vendor negotiation, event expo/trade show planning, special entertainment events, and physician continuing education planning sessions, staffing, scheduling, and logistics.
* Liaison to the Board of Directors for meeting and marketing program execution regionally and nationally. Composed meeting materials for the annual meeting communications, managed design, distribution, and planned and implemented online registration.

**Citigroup Foreign Exchange**

**Assistant VP, North America Marketing, Chicago and New York October 1996 – July 2004**

North American Marketing Manager (my last three years), I managed all marketing activities and communications (reporting to London) for the five main NA branches – New York, Chicago, San Francisco, Toronto, and Montreal.

* Developed concepts, strategy, and implementation of multi-level domestic and international client marketing programs and events for corporate and high net worth FX clients.
* Determined KPIs and managed analysis for impact measurement on events and client relationship strategy effectiveness through client surveys and sales resulting from each event.
* Designed and implemented the service mark, copywriting, communications strategy, and related material for Citigroup's rebrand (CitiFX and Citigroup Capital Markets) that launched post - Citibank/Solomon Smith Barney merger.
* Directed the partner relationships and communications strategy for the development and implementation of the Global eCommerce multi-bank trading platform, including customer and internal training materials, messaging and transition from Atriax to FXAll.

**Board Member, Open Fist Theatre Company**