

HONORS AND AWARDS

- Recipient of American Marketing Association's "Marketer of the Year" award for DFW in 2016.
- Listed in DCEO "Dallas 500" most influential business leaders directory.
- Featured in DCEO Magazine (April 2014) as a top marketer in Dallas.

AFFILIATIONS AND MEDIA APPEARANCES

- Member of and regular presenter for American Marketing Association and numerous industry events.
- Co-chair for Dallas Chapter of the Chief Marketing Office Collective and a member and speaker for national Chief Marketing Officer Club.
- Instructor for SMU CAPE (Continuing Professional Education) program.
- Guest presenter for MBA programs for SMU, TCU and Cornell.
- Regular appearances on TV and radio including HDNET, CNBC, MSNBC, Designing Spaces, and Shop at home network.

TECHNICAL SKILLS

Certified Digital Marketing Professional (Digital Marketing Institute), Adobe creative suite, Google Analytics, Google Tag Manager, Social Studio, Pardot, Leadfeeder, Confluence, Google Campaign Manager, WordPress, Microsoft Office suite, Jira, Percolate, Salesforce, SAP, Audio Visual equipment, LinkedIn Campaign Manager, YouTube Studio, Eloqua, Percolate.