

ALAN BENNETT COHEN
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EXECUTIVE SUMMARY

Senior digital, advertising and consumer products leader with 20+ years experience and proven track record of driving profitable revenue growth through ROI-focused acquisition marketing. Have led start-ups, small, rapidly growing companies and revitalized larger businesses. Deep knowledge of technology products, retail, e-commerce, social media, brand strategy and PR. Company experience includes category leaders Westfield, Jim Beam, Napster, TV-Guide, LifeProof and Otterbox. Highlights include:

- Track record of creating and bringing to market new products that transformed companies: Jim Beam Brands- Small Batch Bourbons and Sour Apple Pucker; Otterbox Symmetry Series
- Played key exec role in successful sale of LifeProof to Otterbox (\$325MM); TV-Guide to Macrovision (\$2.3B)
- At Westfield led several award-winning retailer marketing programs, resulting in significant growth in specialty sales/sq. ft.; 2X the industry; and brought digital focus to company
- Helped open up new channels of distribution- LifeProof grew revenue by \$100MM by adding Verizon and other retailers beyond Best Buy

EMPLOYMENT HISTORY

2017

TiTAN Platform

Chief Marketing Officer

Led all marketing activities for Silicon Beach start-up. Plan to launch a disruptive new product that enables consumers and businesses to access unlimited entertainment (VOD) content and manage IoT devices through one integrated smart hub. Oversee:

- Go to market plans
- Branding
- PR
- Website
- Social

2013- 2016

OTTERBOX/LIFEPROOF

COO (3/16- 12/16)/Chief Marketing Officer (2/13-3/16)

Led all product management, development and innovation functions; plus engineering and supply chain, for the leader in cellphone case market, with the 2 leading market share brands, OtterBox and Lifeproof. Otterbox selected as one of **Inc. Magazine's** "fastest growing" companies in America for several years.

- Was Chief Marketing Officer for Lifeproof, which achieved annual revenues of \$250MM+ in only two years from company inception
- Led all marcomms functions (social, events, PR, in house creative agency), plus channel marketing, product management/roadmap, and e-commerce business units
- Led development of new products that captured incremental market share and new consumer segments

2008-2013

WESTFIELD

Executive Vice President, Marketing

Led marketing department for Westfield, with 55 malls across the United States.

Responsible for setting all marketing strategy on both a national and local basis. Focus was:

1) partner with retailer tenants and creating new marketing programs, increasing retailer/tenant sales and mall shopper traffic; 2) support major developments; 3) brought digital focus to the company; and 4) helped reinvent the malls to “must have” experiences

- Created and executed national marketing platforms that won industry awards- Family, Fashion and Holiday. Each program was tailored to specific retailers/markets to maximize retailer sales. Westfield tenant retail sales growth was in excess of 2X industry average
- Led the digital focus/business, which consisted of creating distinct websites, Facebook pages, email databases, and industry first customized shopping apps for each property. Generated over 1 million Facebook fans and app downloads

2006-2008

GEMSTAR-TV GUIDE

Chief Marketing Officer

Led marketing, corporate communications, and played key role in cross-platform ad sales initiatives for Gemstar-TV Guide, a leading media and entertainment company. Left along with other members of executive team upon the successful sale of company to Macrovision for \$2.3B.

- As key member of executive team, was involved in setting business and brand strategy that led to highly successful brand repositioning and company revitalization. Marketing initiatives succeeded in making the brand more modern, vital and relevant to consumers and advertisers
- Launched biggest marketing initiative in company history in fall 2007. National advertising campaign featured TV/online ads directly tied to the highest rated TV shows; achieved significant PR

2004-2006

NAPSTER

Chief Marketing Officer

Led all marketing/direct marketing efforts for Napster. Responsibilities included oversight of customer acquisition, advertising, promotion, public relations, and napster.com site and customer retention.

- Achieved significant revenue and subscriber growth- the key business metric- from 150,000 to 400,000 subs (paying \$10/\$15 per month)
- Launched world’s first portable music subscription service, Napster-To-Go, generating substantial PR and rapid consumer adoption
- Developed integrated marketing programs- including TV, print, online, event marketing and PR – that drove rapid revenue and subscriber growth

2002 - 2004

OGILVY&MATHER WORLDWIDE

Senior Partner, Executive Group Director

Responsible for all North American activities for the BP account, one of Ogilvy's largest global clients. Led BP corporate brand advertising and advertising for retail brands, including food/convenience store business, the site conversions from Amoco to BP, and Amoco Ultimate fuel.

- BP brand advertising program ("Beyond Petroleum") at the time successfully established BP as a leading progressive and environmentally friendly company. Campaign exceeded all goals, with BP taking the leadership position on all key competitive metrics, and moving from #4 to #1 in the sector in Fortune's "Most Admired Companies" rankings.
- Successful, new BP retail advertising improved brand awareness/perception and helped increase retail sales by five times the category rate

2000-2002

UBID.COM

Chief Marketing Officer

Led all marketing efforts and customer care for uBid.com, the 2nd largest online retail auction site.

- Improved marketing efficiency and effectiveness, resulting in revenue growth from \$200MM to \$400MM in less than two years
- Introduced more structure, analysis and accountability to department and suppliers, resulting in a 60% reduction in customer acquisition costs

1991-2000

JIM BEAM BRANDS CO.

Vice President of Brand Management (3/96 to 8/00)

Director of Brand Management (6/95 to 2/96)

Group Product Director, Bourbon, Canadian and Blended Whiskies (8/94 to 5/95)

Group Product Director, Bourbon (1/94 to 7/94)

Director of Regional Marketing (8/93-12/93)

Senior Brand Manager (1/91-7/93)

Directed marketing activities for the company's entire portfolio of consumer-driven brands, including Jim Beam, the world's largest selling bourbon, and DeKuyper, the number one cordial line in the U.S. Led 17-person department responsible for development and execution of brand strategy, new product development and fully integrated communications (advertising, sales promotion, on-premise events and public relations).

- Working in close partnership with the salesforce and distributors, increased total brand profitability by 48% on Jim Beam and 60% on DeKuyper
- Led the development and introduction of the Small Batch Bourbon Collection, which created a new high end, extremely profitable category, and DeKuyper Puckers, which quickly became the fastest growing cordial flavors in the country

EDUCATION

KELLOGG MANAGEMENT INSTITUTE- Northwestern University

MASTERS IN BUSINESS ADMINISTRATION- Indiana University

BACHELOR OF SCIENCE, ACCOUNTING-Northern Illinois University