

# Brian Klein

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## PROFILE

A roll-up-your-sleeves kind of guy focused on developing and implementing marketing strategies and plans designed to drive revenue today and build brands over time. I bring an infectious enthusiasm to my work and am focused on disrupting the status quo and deploying a full marketing arsenal of tools across all phases of marketing and brand management, advertising, public relations and operations in the hospitality, tourism and entertainment industries. I am a natural collaborator with strong relationship building skills, a competitive drive for excellence in everything I do...and knows how to get the job done.

## AREAS OF EXPERTISE

- Positioning and Brand Management
- Client, Agency and Vendor Management
- Messaging across all Consumer Touch Points
- Media Expertise including Traditional, Digital Marketing and Social Media
- Strategic Direction based on Customer Insights
- Partnership Management
- Complex Budget Development & Management
- Management of Marketing Teams & Cross-functional Resources

## PROFESSIONAL EXPERIENCE

**KAABOO Works LLC/The Madison Companies** Denver/Kansas City

**January 2018 – April 2018**

*Private Equity Group - Marketing Consultant*

- Responsible for creating a strategic road-map designed to enhance and evolve the global expansion strategy, support structure and tactical precision for the KAABOO live entertainment portfolio including their signature mixperience festivals KAABOO Del Mar (San Diego), KAABOO Cayman (Cayman Islands) and KAABOO Texas (Dallas).

**MMGY Global** Kansas City, MO

**July 2012 – January 2018**

*Group Account Director*

- Senior Account lead responsible for developing and implementing marketing programs for several global hospitality companies focused on building the brand and driving business results.
  - Clients included Trump Hotel Collection, Starwood Hotels & Resorts (Westin, Sheraton, SPGPro Meeting Planner + Travel Agent Rewards Program, Tribute), Autograph Collection, The Leading Hotels of the World, Wyndham Hotel Group, Palladium Hotels and Resorts and various branded and boutique hotels throughout the world.
- Worked across disciplines as the central figure in driving strategy and execution of approved plans; worked closely with creative and production groups to ensure excellence of service.
- Recommended key changes to team structure, resulting in more efficient way to manage complex client accounts, particularly around day-to-day communications and tactical promotion deployment.
- Aligned cross-functional teams to find solutions for clients across advertising, social media, public relations, digital/CRM programs, websites and professional marketing.
- Transformed Agency Team from an executional vendor to a valued strategic partner....driving organic growth and adding new channels to the marketing mix.
- Managed P/L for seven-figure online marketing/media budget.

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**Hard Rock International** Orlando, FL

**January 2011 – July 2012**

*Senior Director of Brand Marketing – Hotels and Casinos*

- Responsible for propelling and expanding the company's brand and service reputation in the global hotel industry through portfolio diversification, targeted marketing and joint ventures.
- Directed the brand marketing effort through the redefinition of the brand which included a new go-to-market digital, social, public relations and partnership strategy.
- Focused on bringing the *See The Show* mantra to life both on property and through the brand programs including launch events.
- Created distinctive interaction and engagement opportunities for loyalty and branding to launch new *Sound Of Your Stay* amenity program, supported by launch efforts in new markets as well as partnership events (SXSW, Lollapalooza, Coachella), which garnered strong social and PR coverage.
- Worked with the owners and development teams to help grow the brand and drive new licensing agreements. Supported the preopening and launch of six Hard Rock Hotel properties.
- Managed brands advertising, media and public relations agencies to support brand centric consumer and hotel development efforts through building/enhancing brand awareness and credibility.
- Produced and managed annual brand marketing budgets, while providing insights to individual hotels and casinos on their local marketing plans.

**Hyatt Hotels Corporation** Chicago, IL

**July 2004 – January 2011**

*Regional Director of Field Marketing, June 07-January 11*

*Marketing Manager, Hyatt Resorts February 07-June 07*

*Associate Marketing Manager, Hyatt Resorts March 05-February 07*

*Marketing Specialist, Hyatt Resorts July 04-March 05*

- Integral part of the Hyatt Corporate Revenue Team, with full revenue responsibility for a portfolio of 20 four-star resorts representing approximately \$900 million in sales.
- Drove the integrated marketing strategies for all Hyatt Resorts located throughout North America and The Caribbean. All efforts had a strong focus on demand generation, guest experience and loyalty.
- Provided strategic guidance to portfolio of hotels on how to invest their \$8 million in coordinated/co-op marketing funds and \$12 million in local marketing funds. Duties include business and situation analysis, strategy/creative brief development, budget recommendations, tactic recommendations and development, creative evaluation, commercial production and media planning.
- Developed unique positioning for priority hotels in the B2B space. Implemented campaign across all channels including on site, in SEM/SEO, Public Relations and digital campaigns promoting new positioning.
- Responsible for maintaining a strong working relationship with on-property senior management and sales personnel, Advertising/PR Agencies, as well as the senior executives at Hyatt Corporate.
- Constant analysis of syndicated data and internal sales reports; continuously monitoring competitive activity and making business recommendations to individual hotels as appropriate.

**J. Walter Thompson** Chicago, IL

**February 2004 – July 2004**

*Account Executive*

Account: Nabisco Crackers (Ritz, Triscuit, Wheat Thins, Cheese Nips)

- Partnered with Kraft/Nabisco Clients to develop advertising strategies that demonstrated sound and thorough synthesis of knowledge about their product, industry, market, customer, competition and trends; maximized budgets and provided superior communication.
- Supervised all television and print creative development associated with the Ritz Cracker family of brands, including new product development and launch (Ritz Sticks, Ritz Bits S'mores).

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**Cramer Krasselt** Chicago, IL

**October 2002 – February 2004**

*Account Executive*

Account: Hyatt Hotels & Resorts

- Managed day-to-day development of the Hyatt Gold Passport frequent guest program, Hyatt Business Marketing and Hyatt Brand Advertising campaigns. Insured that progressive stages of campaign development and production were approved and completed within budget and schedule.
- Led and managed integrated communications with all other disciplines including direct mail, print advertising, radio, point-of-sale, collateral and employee communications, while maintaining brand integrity across all mediums.
- Provide strategic direction and input to creative teams.

**Foote Cone & Belding** New York City, NY

**August 2000 – June 2002**

*Account Executive* March 01-June 02

*Assistant Account Executive* August 00-March 01

Account: Samsung Electronics

- Played an integral part in launching the Samsung Global Brand Campaign in 54 countries, in less than 90 days. Campaign developed to help increase overall customer preference, address shrinking market share, increased competition and consumer confusion.
- Coordinated and managed the development, adaptation, direction, and implementation of the Global advertising campaign throughout the FCB Global Network for distribution worldwide.
- Supervised and tracked all billing and accounts receivable inventory totaling over \$20 million.
- Analyzed competitive activity and consumer trends on a global level.

## **INTERNSHIPS**

**Anheuser Busch** St. Louis, MO

**Summer & Fall 1999**

*Marketing Research Internship*

- Reported to the Director of Market Research while coordinating a nationwide "cans vs. bottles" consumer quantitative research survey. Duties included questionnaire design, data tabulation, analysis and presentation of key findings.
- Worked along with Research Managers to coordinate developmental research on line extensions and new products (e.g., Tequila, Anheuser Select).
- Provided marketing reports, insights and analysis to Bud Light brand managers.
- Responsible for familiarizing Market Research Analyst with competitive spending, insight and activity in key domestic markets.

## **EDUCATION**

**DePaul University, Kellstadt Graduate School of Business** Chicago, IL

Masters of Business Administration

Concentration: Brand Management

**Saint Louis University, John Cook School of Business** St. Louis, MO

Bachelor of Science in Business Administration

Major: Marketing