

**LISA DOWNEY MERRIAM**  
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**Skills:**

- Brand strategy expertise (positioning, architecture, launch, management)—especially internationally and on the role of brand in new media
- Brand creation, including naming, logo design, tagline development, key messaging
- Brand management and brand activation
- Licensing and sponsorship
- Copywriting, search engine optimization, social media program development

**Professional Experience:**

**October 2003-Present: Independent Consultant/Merriam Associates, Inc.**

Practice includes branding (strategy development, naming, brand launch and implementation), business development (strategy, pitch development, collateral creation, direct mail, cold calling, lead development, conference engagements) public relations, creation of thought leadership materials, and general marketing. Clients include agencies, consulting firms, and principals. Example projects

- Fantasy Football: Created branding and brand planning brief for investment group that includes former NFL players and sports marketing investors.
- BattleFrog Navy SEAL OCR Series: Created brand strategy, messaging, naming conventions, sponsorship program and launch communications
- Cablevision: Copywriting sales presentation
- Walgreens: Copywriting for diversity section of the Web site.
- Canon: Copywriting for online video scripts for MPCs.
- BMW: Customer research, brand positioning, communications guidelines and event marketing.
- Land Rover: Created customer engagement program that included running an off-road driving course and social media engagement.
- Canon: Created series of Web videos demonstrating the problems that Canon equipment solves
- Westfield Malls: Customer research, internal training program development.
- Kay Jewelers: Created diamond resetting event concept. Wrote ad copy, email campaign and social media support program.
- Fiserv: Naming program for a variety of acquisitions.
- LexisNexis: Market research. Creation of umbrella story for their risk management division.
- Geomentum: Named this \$2 billion in annual revenue IPG agency and created a naming architecture for the entire product and service suite
- Revel Resorts: Conducted a comprehensive naming program for this Atlantic City property including naming every bar and restaurant down to naming the chocolates on the pillows.
- Johnson & Johnson: Led identity development and contributed to strategy formulation for the company's sponsorship of the Torino 2006 and the Beijing 2008 Olympic Games. Helped company navigate the complexities of aligning corporate brand guidelines with IOC, Host City, and National Team guidelines. Worked all materials from logos to pins to promotions through the approvals process. Helping the Johnson & Johnson operating companies in China put the identity and strategy to work for their brands.
- Disney: Investigated how audiences perceived the new Disney Live! show and provided insight on how it fit with the brand and what could be done to improve it.

- Chevron: Conducted research on the effectiveness of the new pilot convenience store concept Extra Mile with implications for operations and promotions.
- Ministry of Oil of the Nation of Iraq: Developed training program for executives on how to create, launch and maintain a consumer brand and how to maximize the return on the “pad”—that is fully merchandising the physical space of each service station.
- ADP: Researched the market and created strategy for ADP’s offer to small business customers.

**August 2000-October 2003: Director, McCann-Erickson’s FutureBrand, New York, NY**

Led consulting engagements, and managed global teams of strategy consultants, designers, and external marketing partners (ad agencies, etc.) for Fortune 500 clients. Additional responsibilities included business development and public relations, representing FutureBrand to prospective new clients and leading winning pitches.

- *Exxon Mobil*: Led multi-year engagement with the Lubricants Division to develop and implement post-merger brand strategies. Created brand standards, usage guidelines and sample applications for hundreds of sub-brands in over one hundred countries.
- *Nissan*: Conducted brand usage audit to unify brand usage across all consumer touchpoints.
- *Conoco Phillips*: Developed brand analysis and brand valuation for post-merger organization to determine which gasoline brands to build and which to discontinue.
- Other M&A clients include *TerraLycos*, *Paper Mate* and *Sanford Pens*, *Equant* and *Global One*.
- *Cablevision*: Developed the VOOM brand for the company’s new satellite television service.

**April-August 2000: VP Marketing, Cenus Corporation, New York, NY**

Created the marketing department and developed the market strategy for this start-up company, marketing mathematical algorithms and router software that reduces Internet congestion.

- Developed business model through company-wide strategy sessions.
- Conducted market and competitive analysis and developed brand strategy.
- Initiated product management program, working closely with software developers to define the technology components and map out development schedule.
- Prepared initial collateral materials.
- Recruited and hired ad and PR agencies.

**November 1998 to April 2000; Marketing Director, E Ink Corporation, Cambridge, MA**

Created and led the marketing department for this electro-chemical technology start-up attempting to commercialize electric ink for point-of-purchase signs, electronic displays, books and newspapers. The company evolved its strategy under my leadership from large area displays to smaller formats, and now is the technology behind the Amazon Kindle.

- Built both marketing and sales organizations from scratch, including planning, structuring, budgeting, recruiting and training.
- Managed sales and marketing teams, as well as the company’s advertising (*McCann Erickson*), branding (*FutureBrand*) and public relations agencies (*Schwartz Communications*).
- Managed key accounts such as *Kraft*, *Seagram*, *General Motors*, *Kraft*, and *Coca-Cola*.
- Managed relationships with retailers including *JCPenney*, *Sears*, *May Company*, *The Limited*, *Safeway*, and others.
- Negotiated strategic marketing and development relationship with the *Walt Disney Company*.
- Positioned company in press for the product launch/IPO, and gave radio, television, and print interviews, including *Good Morning America*, *National Public Radio*, and the *New York Times*.
- Led all aspects of product launch including developing the following: Website, advertising campaign, trade show presence, sales program design, and publicity event planning.
- Developed corporate relationships with industry associations, such as the *National Retail Federation*, and analysts, such as *Andersen Consulting* and the *Gartner Group*.

## **1985 – 1998, The Downey Companies, Bethesda, MD**

### **January 1995- August 1998; Vice President Business Development**

Launched new divisions for the company by redefining and repackaging proprietary data warehouse technology, software, and Web delivery methodology for new vertical markets.

- Wrote and marketed the business plan to raise outside capital.
- Managed all aspects of marketing and sales, including market analysis, product specification, marketing communications, advertising, and public relations, and signing of initial clients.
- Formed strategic marketing relationships with *the National Association of Chain Drug Stores*, *National Retail Federation*, and *Oracle Corp.*

### **April 1991-January 1995; Account Director Marketing and Management Information, Inc.**

Developed and managed key accounts for division that markets analytic software and syndicated point-of-sale scanner data to consumer packaged goods companies.

- Surpassed all revenue and profit objectives, achieving annual double-digit percentage sales increases.
- Developed major new accounts such as *Nestle*, *Clorox*, and *H.J. Heinz*, and developed cross selling program to increase per account revenue.

### **December 1985-April 1991; Sales Director for Military Lifestyle Magazine**

- Built market share against rampant price-cutting by competitors and shrinking international market, increasing sales between 13% and 22% per annum.
- Established company record for closing new accounts: *Amana*, *Clorox*, *Coca-Cola*, *Disney*, *Dole*, *Dow*, *Hanes*, *L'eggs*, *Mattel*, *Star-Kist*, and others.
- Opened European market and built a stable business with international advertisers
- Staged publicity events and functioned as publisher for special issues.

## **Education**

Bachelor of Business Administration, George Washington University, Washington, DC.

## **Published Author**

Wrote articles for *Forbes*, *Yahoo!*, *ABA Bank Marketing*, *Apparel Magazine*, *China Business News*, and *Sporting Goods Business*. *Merriam's Guide to Naming* second edition published 2013.

## **Memberships**

Marketing Executives Networking Group

American Marketing Association NY, Board of Directors

University Club of Washington, DC

Moms Who Kick, martial arts moms fighting cancer, Board of Directors

Naval Special Warfare Historical Foundation and Phoca Press, Board of Directors