

# J O N W . K E R B S

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## S U M M A R Y

Senior marketing professional adept at positioning brands for sustained growth with a balance of strategic insight and marketing innovation. Extensive background in brand strategy, advertising, strategic positioning, business development, paid digital marketing, social media, public relations, pricing, and product development. Agile leader with revenue success across higher education, healthcare, and consumer products sectors.

## E X P E R I E N C E

BOSTON COLLEGE, CARROLL SCHOOL OF MANAGEMENT, Chestnut Hill, MA 2012 - Present

### **Senior Lecturer, Marketing and Assistant Marketing Department Chair**

Teach the core marketing course at the Undergraduate and MBA level. Also support the Boston College Global Leadership Institute, teaching classes in the Mid-East as well as on campus. Teach in the Undergraduate Summer Catalyst Program. Lead the Adjunct Mentoring Program. Faculty Advisor for the MBA Marketing Club, MBA Veterans Club, and MBA Entrepreneurship Club. Advisor to MBA Case Competition Teams. Teaching All-Star in 2016, 2017, 2018, 2019, 2020, 2021, and 2022. Received Coughlin Distinguished Teaching Award for 2018-2019.

HARVARD BUSINESS PUBLISHING, Watertown, MA 2016 - Present

*Harvard Business Publishing Corporate Learning partners with clients to create tailored leadership development solutions for managers at all levels in global organizations and governments.*

### **Moderator**

Serve as a core member of the client team who leads and facilitates virtual leadership development programs, creating and delivering learning content in the areas of strategy and leadership. Clients include Coca Cola and AMEX.

HARVARD BUSINESS PUBLISHING, Watertown, MA 2011-2015

### **Director, Product Marketing**

Responsible for the product marketing function in support of Corporate Learning's program-based offerings portfolio.

- As a member of two product teams, was awarded Harvard Business Publishing's *One Enterprise Award* in 2012 and 2014, the organization's highest award for significant progress in improving and growing the business.
- Developed and led go-to-market plans supporting three successful product launches which exceeded revenue targets; plans included: branding, positioning, pricing, and an integrated MARCOM program -- fact sheets, FAQs, pricing calculators, sales decks, road shows, webinars, web site upgrades, video demonstrations, print advertising, public relations, white papers, analyst briefings, and sales enablement.
- Initiated and sold into the organization Corporates Learning's first ever Win – Loss Program. Led thinking, design, process, training and sales enablement.
- Initiated creative briefs and managed the creative process to produce product demos, client testimonial videos, full page ads and new web site copy.
- Conducted several marketing research and pricing studies to help support product development team in the successful launches of three new product offerings.

BABSON COLLEGE, Wellesley, MA 2002-2011

*Babson College is recognized internationally as a leader in entrepreneurial management education. With almost 4,000 students, Babson has three schools: the undergraduate program, the F.W. Olin Graduate School of Business, and Babson Executive Education.*

### **Director of Marketing, F.W. Olin Graduate School of Business**

Reporting to the Dean, responsibilities included strategy development, branding, media, market research, website operations, event management, lead conversion, and public relations. Led multi-disciplinary marketing team of three direct reports. Managed a \$2.7M budget. Supervised media agency.

- Developed, sold, and implemented first-ever use of targeted email, banner ads, landing pages, outdoor, viral campaigns, social media, traffic radio, satellite radio, and search engine marketing; drove 71% increase in MBA inquiry volume over a five-year period.
- Created first integrated social media program; leveraging Facebook, Twitter, YouTube, Flickr, and student blogs, social media became the school's fifth best lead generation source after one year.
- Led the team that launched a blended MBA program in San Francisco in 2010; second year enrollments in 2011 increased 65%.

- Coordinated extensive public relations campaigns, resulting in consistent media placements in local (San Francisco and Boston), national (BusinessWeek), and international press (Financial Times).

**Adjunct Professor, Babson College**

2004-2012

- Taught *Brand Management* and *Business Development through Professional Selling* electives in the MBA Program. Experience in teaching a blended delivery format (face-to-face and online). Advisor to the Marketing Club.

FURNITUREFAN.COM, Sudbury, MA

2000-2002

*Two-year-old venture capital backed company was most visited home furnishings online search directory, with over 10 million visitors annually.*

**Vice President, Marketing**

- Designed and managed trade advertising effort which resulted in signing 600 furniture stores and 60 manufacturers to annual service agreements exceeding \$1M in revenue.
- Led development and implementation of website traffic program, resulting in growth of consumer visitors from 480,000 to 10 million in one year and a customer database of 320,000.
- Created brand logo, website design, web content, and navigation system to drive a strong online consumer brand, with 52% of consumers recommending site and 85% returning.

SIGHT RESOURCE CORPORATION, Holliston, MA

1996-2000

*Regional retailer of optical products with 130 stores and annual revenues of \$75M.*

**Vice President, Marketing**

- Overhauled corporations' retail marketing programs with new TV, radio, print, Yellow Pages, and direct mail initiatives, resulting in consistent yearly same-store sales gains of 2-8%.
- Initiated new strategic brand position for a 15-year old declining retail chain, Boston-based Cambridge Eye Doctors, resulting in first positive (7%) same-store sales gains in four years.

LENSCRAFTERS, Cincinnati, OH

1990-1995

*Nation's leading retailer of optical products with 475 stores and annual revenues of \$850M.*

**Director of Marketing**

Responsible for Western U.S. retail marketing program for 175 stores (\$300M annual revenue).

- Delivered strong 12% same-store sales and 25% profits gains versus plan for the West Group in 1994 behind an effective mix of marketing, new advertising, and product news.

THE PROCTER & GAMBLE COMPANY, Cincinnati, OH

1987-1990

**Assistant Brand Manager, Ivory Soap**

- Faced with stagnant market share, developed and sold management winning product concept and complete business plan for brand's first major product upgrade in 18 years. Plan included brand positioning, advertising strategy, and full marketing plan.

**Brand Assistant, Crest Toothpaste**

- Developed and successfully sold management on test marketing plan for breakthrough stand-up tube package, which led to national expansion.

UNITED STATES ARMY

1978-1985

Served in a series of increasing command and staff assignments culminating in promotion to **Captain** and **Company Commander** of an 82-man combat surveillance company.

**E D U C A T I O N**

**Master of Business Administration**, INDIANA UNIVERSITY, Bloomington, IN, 1987

**Bachelor of Science**, Engineering, U.S. MILITARY ACADEMY, West Point, NY, 1978

**P E R S O N A L**

Advisory Board Member of Autism Care, a non-profit serving the autism community; six-time Boston Marathon finisher; nationally-ranked Masters Triathlete; charity bike ride fundraiser.

*Updated: April, 2022*