

# Suzanne McGovern

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## EXPERTISE

- Equity Development
- Brand Strategy
- Integrated Communications
- Holistic Team Leadership
- Consumer Insight
- P&L Management

## CLIENTS

- Procter & Gamble
- M&M/Mars
- Coca-Cola Foods
- Progressive Insurance
- Mennen
- Kohler Co.

I am a proven marketing strategist and cross-discipline team leader with a track record of building brand equity and sales, while driving agency revenue growth. In doing so, I am a principle-driven manager, a creative thinker and a collaborative problem solver, often challenged to deliver results in an aggressive market environment. My primary role over the past four years has been building and leading a diverse team of internal and external partners to create holistic BIG ideas and consumer-relevant marketing campaigns. I am an intuitive listener and a persuasive communicator, skilled in cultivating respectful partnerships. I am particularly proud of my reputation for being committed, honest and trustworthy, a way-of-being that has led to candid and collaborative relationships that stand the test of time.

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## CAREER SUMMARY WITH SELECT ACHIEVEMENTS

### Grey Advertising NYC

**Executive Vice President, 12/06-Present**

**Procter & Gamble -- Global Retail Hair Color Portfolio (Clairol and Wella Franchises)**

Hand-selected by P&G leadership to build the first-ever Global Hair Color multi-agency holistic communication team (called the BAL, launched 7/09) to serve a portfolio of eight brands across six regions.

- Led multi-region, multi-discipline communication network: Including Advertising, Communications Planning, Digital, In Store and Public Relations agencies in creating insight-driven ideas and communication programs. Motivated individuals and partner agency teams who have diverse (often competing) expertise, priorities and styles. Fostered a BAL team culture, championing a common purpose, values and behaviors around which otherwise unrelated players could rally.
- Qualified the first-ever global Nice n' Easy holistic campaign: Unanimously embraced by the client, retail accounts and target consumers (Women 35-54) as a compelling, emotionally-driven idea. In the process, reconciled well entrenched client "siloes," regional biases and local cultural differences.
- Achieved 76% organic revenue growth for Grey in three years: Won incremental brand or discipline assignments (Digital, In Store, Regional Execution) each fiscal year. Through fair, transparent and assertive yet empathetic leadership, shifted P&G from a "multi-agency" to "one-stop shop" strategy for delivering integrated communication. By June 2012, P&G's \$1 billion global retail hair color portfolio communication assignment (excluding Public Relations) was consolidated at Grey.
- Awarded "10 out of 10" rating by P&G for Operations Management three years running: Built the Hair Color BAL vision, structure, principles and process from scratch in five months (essentially "inventing" BAL for hair color) via open-minded but decisive leadership with a strict eye on financials. Built confidence and collaboration as a "one team," non-partisan leader.
- 100% financial accountability: P&G requirements, Grey requirements and partner fee negotiations.

### **Grey Advertising NYC**

**Executive Vice President, 5/04-11/06**

**Progressive Insurance -- Drive Insurance by Progressive (independent agent sub-brand). Aetna Insurance.**

Chosen by the CEO from a pool of top-performing EVPs to jump-start an important new business win, launching a critical but complex sub-brand for a long-standing auto insurance “underdog.”

- Developed a consumer target vision that became the foundation for the sub-brand’s equity, communication strategy and advertising campaign: Co-led a major consumer segmentation study, the first ever at Progressive, with the goal to develop a long-term targeting vision in a category historically positioned to “all drivers.”
- Year 1 equity objectives exceeded: Authored an equity vision and launch strategy for new sub-brand in two months, educating, guiding and empowering a client team with no marketing experience.
- Copy scored significantly above norm vs. the category: Guided the creation and production of a launch campaign against an extremely aggressive timetable, speaking to both business-to-business and consumer targets in an authentic, ownable and breakthrough way for the category.
- Built agency team: Hired, trained and mentored an energetic and nimble account team while onboarding and managing new creative and planning teams.

### **Grey Advertising NYC**

**Senior Vice President, 1/99-4/04**

**P&G: Global Downy/Lenor franchise; Global Clearasil franchise. Kohler Co.**

Led the growth and expansion of the \$1+ billion P&G Global Downy/Lenor business in partnership with client global strategic team and regional business units.

- Co-led Downy/Lenor to fastest growing brand at P&G in three years: Managed six regional Grey teams worldwide – partnering with a global client team to lead development and evolution of brand equity vision, advise on strategic and creative development, ensure a productive balance between global and regional priorities and culture, optimize synergies and efficiencies, and lead reapplication of success models to diverse expansion markets.
- Doubled developing market sales in three years: Played a leadership role in developing market expansion, driven by extensive local market consumer and culture analysis, and mining for viable brand propositions and consumer insights to grow the category.
- Year 1 new brand flanker sales exceeded objective in the face of aggressive competition: Building from a well-established U.S. base business, launched a brand flanker that represented a solid evolution in brand equity, positioning and product benefits.

### **Grey Advertising NYC – 11/91-12/98 – Vice President; promoted from Account Supervisor**

M&M/Mars: Global Starburst franchise; Global Dove franchise

### **Lowe & Partners, NYC -- 4/89-10/91 -- Account Supervisor; promoted from Account Executive**

Coca-Cola Foods: Minute Maid franchise. Mennen: Baby Magic franchise, Skin Bracer

### **FCB/Leber Katz Partners, NYC -- 2/87-3/89 -- Account Executive; promoted from Assistant Account Executive**

RJR Nabisco: Fleischmann’s franchise, Egg Beaters. Colgate-Palmolive: Curad, Palmolive Liquid.

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## EDUCATION

**Master of Arts** -- Psychology -- New York University -- 3.9 GPA

**Bachelor of Arts** -- Communication/English Journalism -- University of Delaware -- Magna Cum Laude

