

# CHAD GABRIEL

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## SENIOR MARKETING EXECUTIVE

*Authentic, Transformational Leader Driven by Challenge, Undeterred by Obstacles, and Committed to Raising the Bar When it Comes to Excellence*

- **Strategic advisor and trusted leader** focused on continuous process improvement and delivering record levels of employee engagement and millions of dollars in revenue and cost savings.
- **Partner and advisor to CEO** and integral member of executive leadership team providing strategic counsel to key members.
- **Mentor and leader** that builds and leads cross-functional executive teams for strategy, conscious leadership, process improvement, culture transition, and business development.
- **Integrator and communication conduit** for key executives in the organization, business units, and stakeholders.

“Chad’s ability to lead with care, dignity, compassion, and integrity brings out the absolute best in everyone he meets and works with. There is literally no goal or obstacle that you cannot reach when you have Chad leading the way.”  
-Director Marketing & Branding

### AREAS OF EXPERTISE

- Marketing & Branding
- Digital Marketing
- Team Building & Leadership
- Strategic Analysis & Planning
- Social Media Strategy
- Sales & Profit Maximization
- Strategy Development
- Project & Program Management
- Process Creation & Optimization

### PROFESSIONAL EXPERIENCE

TUTHILL CORPORATION, Burr Ridge, IL

#### **DIRECTOR, CORPORATE SOCIAL RESPONSIBILITY & CAUSE MARKETING 2018–2021**

Recruited by CEO after reorganization as strategic partner to formulate and execute social impact strategy to optimize engagement of employees, augment company community presence, and activate purpose. Leveraged innovative methodologies of activating purpose, including online Aliveness Wheel Assessment, community engagement media hub, and events. Led team of 3\_CSR professionals and 7 dotted-line Aliveness Ambassadors at lines of business.

- Created social impact department, staffed 3 new roles, and established 3-year strategy including operations and contributions, resulting in 6 formal nonprofit partnerships and investing \$500K in external impact initiatives.
- Organized, hosted, and narrated documentary series, The Search for Aliveness, traveling extensively across the world and gaining ~40M views, featured in TV, radio, podcasts, magazines, blogs, and books.
- Increased employee engagement from 30% to record-high 51% and achieved record employee fundraising totals during COVID through implementing Blackbaud’s YourCause csrConnect program.
- Promoted organizational culture and programs by serving as primary public relations specialist on TV, radio, panels, presentations, podcasts, blogs, and magazines.
- Initiated matching gifts, dollars for doers, employee recognition, fundraising, sponsorship, and volunteer time off programs.

#### **DIRECTOR, CORPORATE MARKETING & BRANDING 2011–2018**

Hand-selected by CEO and company owner to create first-ever central marketing and branding department. Crafted and executed organization-wide brand strategy, including cultural integration, social media, corporate identity

standards, and SEO to ensure consistent messaging across lines of business. Headed purpose articulation and activation efforts to devise new social impact program named *Wake the World*, including non-profit cause partnerships.

- Staffed department, created and executed holistic brand strategy across 12 lines of business and brand identity throughout the global organization, resulting in YOY revenue growth of 2-5% for 7 consecutive years.
- Delivered \$50M in payroll savings and freed up 40% of personnel for more impactful work by developing core processes from strategy to execution and implementing process teams to act as centers of excellence.
- Established company as global employer of choice and increased number of highly-talented job applicants by rebranding 129-year-old company purpose and integrating into all facets of business.
- Globalized Tuthill family of websites for core markets, including German, Spanish, French, Italian, and Chinese.
- Secured \$500K in news sales annually and mobilized salesforce through development of native iOS app.
- Developed 150+ leaders by facilitating Radical Leadership® retreats and providing continuous coaching support.

#### **DIRECTOR, APPLICATION DEVELOPMENT / BPM PROGRAM COORDINATOR 2007–2011**

Promoted to lead all customer-facing technologies and institutionalize lean corporate business strategies throughout organization. Led business system requirements, architecture, design, development, quality assurance, and release activities at global level via agile methodologies by serving as certified Scrum Alliance ScrumMaster®; ensured accordance with enterprise goals for enhancing bottom line by \$3M net present value.

- Improved productivity for CSRs and sales reps by 40% in 3 months and gained annual savings of \$180K through introduction of custom developed Customer Relationship Management (CRM) tool.
- Delivered \$5M+ in sales annually and played pivotal role in providing first-ever EDI capabilities for key customers to automate order entry and invoicing.
- Saved \$100K + by implementing customized Supplier Relationship Management application.

#### **E-COMMERCE MANAGER 2005–2006**

Drove high-performing team of developers and designers while overseeing all aspects of Internet, Intranet, and e-commerce initiatives aimed at attaining \$1.8M net present value. Integrated innovation philosophies and tools into IT project methodology. Deployed quotation and lead management system for engineering and technical sales.

- Increased sales by \$230k annually by implementing custom-developed e-commerce websites
- Implemented Adobe Analytics web analytics solution to track performance and content improvement opportunities.
- Augmented sales by \$5M in 2 years by developing worldwide contacts tool to distribute and oversee leads sent to sales reps and distributors from Tuthill.com.

#### **ADDITIONAL EXPERIENCE**

e-Services Team Lead, Web Architect, Web Technologist – Tuthill Corporation  
Internet Consultant – marchFIRST

#### **EDUCATION & CERTIFICATIONS**

Executive Scholar, Marketing & Sales Management – Northwestern University, Kellogg School of Management  
Bachelor of Science (B.S.E.E.), Electrical Engineering – University of Illinois, Urbana-Champaign

Scrum Alliance Certified ScrumMaster®  
Adobe Certified Professional

#### **PROFESSIONAL AFFILIATIONS**

Executives Breakfast Club, The Corporate Social Responsibility Group of Greater Chicago  
American Marketing Association – Interactive Marketing Ambassador (AMA Connect), MAPI/e-Business Council,  
Chicago Adobe User Group, Chicago ColdFusion User Group