

Josh Leichtung

Marketing & Tech Exec

EXECUTIVE SUMMARY



Seasoned marketing business leader with demonstrated accomplishments in high-growth business, strategy, new technology, and turnarounds. Rehired three times by former bosses. Key C-level and division GM positions with strengths in scaling, change management, marketing, and new product development, reporting to officers and boards. Inc. 500 three consecutive years. Consultant to Intel, The Body Shop, Zipwhip, and Intuit, among others. B2B, B2C, SaaS, IoT.



AREAS OF EXPERTISE

Marketing	Product	Business Strategy & Ops
<ul style="list-style-type: none">Marketing Tech & StrategiesSAAS & EcommerceLead Generation ProgramsSEM, SEO, & Content MgmtBranding & PositioningTesting Strategies	<ul style="list-style-type: none">Tech Product Dev StrategyIoT, Cloud, Mobile, SaaS & AppsCompetitive DifferentiationProduct PositioningEcommerce MerchandisingProduct Management & Marketing	<ul style="list-style-type: none">Rapidly Scaling Orgs W/SalesBusiness Model StrategyChange ManagementStartups, Turnarounds, M&AERP, CRM, Mktg. AutomationStrategic Partnerships



PROFESSIONAL EMPLOYMENT HISTORY

VP MARKETING & CONSULTING 2016-Current **Kim Finch Cook & Company**
Launched the Marketing, IOT & Product consulting practice, and market the firm.

Director of Strategy and Research 2017-2019 **Zipwhip.com**
Recruited by former boss for a long-term consulting contract for marketing and product strategy with this high growth SaaS business texting that raised over \$70 million in 17 months.

- Helped set strategy for the Zipwhip product as well as new pricing.
- Implemented and administered new systems (Aha and Pendo) for the product team.
- Strategized and executed pitch for single largest corporate sale in the company's history.

CO-FOUNDER- ADVISOR - FORMER CMO 2014-Current **Thermogenesis Group**
Recruited by former boss to lead the complete overhaul/upgrade of all marketing, positioning, branding, and ecommerce for 13 different brands. This office fitness internet of things (IoT) & ecommerce startup develops products that track and compile usage data from individual standing and treadmill desks for corporate wellness and facilities management.

- Users increased 75% and sales more than doubled year over year with virtually no advertising.
- Designed UI/UX for corporate cloud data portal, instrumental for fundraising purposes.
- Created two successful product launch Kickstarter campaigns.
- Completely overhauled WorkWhileWalking.com review website.

SR. PRODUCT MARKETING CONSULTANT

2013- 2014

Intel Corp.

Consultant reporting to VP/GM Software and Services Products at Intel. Initially hired for product strategy work on a project that had too many directions, but no priorities. Soon other teams requested me, resulting in several additional projects ranging from digital storefronts to security.

- Conducted successful strategic & competitive review of Intel’s IoT & API business, Mashery.
- Led team crafting a major new cloud product and its marketing strategy.

COO, CO-FOUNDER2013-2014 **Hawaiian Cultural Exploration Center**

Took concept from its infancy and developed it into an all day, hands on, historically accurate cultural immersion entertainment facility to be built on Maui with business model & plan.

- Created the concept of the Interactive Digital Wall of the Hawaiian People using crowd sourced photos, genealogy databases, and photo mosaics that guests can interact with to explore their lineage and that of historical figures and famous Hawaiians.
- Conceived personal tour guide using augmented reality phone apps, allowing users to dig for more information on a subject than is readily evident at an exhibit.

CMO/COO, CO-FOUNDER 2010-2013**EquaShip**

Recruited for the CMO spot at EquaShip for my ability to strategize and execute marketing strategies for startups and turnarounds. EquaShip was market maker software, connecting alternative parcel delivery companies to small and medium-sized e-retailers. Led Marketing, Customer Service, Customer Support, Sales, Ecommerce Software Partnership Development, and Operations.

- Developed innovative business model that co-opts ecommerce software vendors and drop-off locations to sell shipping to their own customers.
- Developed EquaShip's brand identity and corporate positioning to be in stark contrast with UPS & FedEx, highlighting their pricing inequities.
- Created specifications for operational, reporting, and marketing tech systems, evaluated and chose vendors, and customized systems for operations.
- Created operational procedures, hired and trained team of 5 directors and 17 indirect reports.
- Contracted over 200 mail & parcel centers to be drop-off locations in 60 days.
- Obtained API connections to over 30 large ecommerce platforms by launch.

DIGITAL MARKETING & BRANDING CONSULTANT 2009-2010**GetJosh.com**

Online marketing strategy and implementation consulting. Clients included MLaHart.com, D. Communications, David King Fitness, Meridian Entertainment, and others.

Systems & Software**Beginner----Expert**

NetSuite	★★★★★ ^A
InDesign	★★★★
Photoshop	★★★
Premier Pro	★★★★
Acrobat DC	★★★★★
Audition	★★★
Office Suite	★★★★★
Google Analytics	★★★★
Google AdWords	★★★★
Search Console	★★★★
SEMRush	★★★★★
WordPress	★★★★
Yoast	★★★★★
Buffer	★★★★★
Facebook Biz Mgr.	★★★★
YouTube	★★★★★
LinkedIn Recruiter	★★★★★
Pendo	★★★★★ ^A
Aha	★★★★★ ^A
Jira	★★★
Confluence	★★★★

A = Administrator

CEO

2004-2009

Savoy Ventures

Entertainment talent development and management company. Assessed and acquired talent, oversaw development and managed careers.

- Setup marketing and sales processes, trained staff, and administered NetSuite CRM/ERP system for marketing & accounting. System managed 25,000 calls, 14,000 appointments, & 100+ events annually.
- Increased new inquiry acquisition by 500% year over year by shifting acquisition channel focus.
- Presented over 150 two-hour long seminars to over 10,000 participants.

VP MARKETING

2001-2003

Jameco Electronics

Hired to turnaround, create, and execute a high growth strategy for the \$20 million B-to-B/consumer ecommerce and direct marketer of electronic components and computer products. Reported to the President and managed Ecommerce, Product Management, Circulation, Marketing, Creative, List Management, Customer Service, Inside Sales, and Technical Support.

- Led a complete revamp of the website search, navigation, and design, improving conversion rates and increasing online sales by 15% in 12 months.
- Cut circulation 35% with virtually no sales decrease using refined segmentation techniques.
- Selected and implemented CRM systems to improve customer contact strategy, increase sales, refine sales process, control costs, and reduce tech support abandon call rates 25%.
- Reorganized merchandising to add 5 times more new products than the previous year.

CONSULTANT

1998-2001

Savoy Internet Ventures

Consultation to capitalize on hyper-growth Internet and multi-channel marketing opportunities. Client list included The Body Shop, Intuit, PostOffice.com, Herrington Catalog, nextMonet.com, etc.

VP & GM- EDUCATION DIVISION

1994-1997

Fisher Scientific

Reported to Fisher Scientific's President and managed the division worldwide. Increased sales 20%+. Increased margin 2.7%, while dropping 2,000 prices an average of 20%.

SENIOR VP DIRECT MARKETING
VP MARKETING
VP MARKETING, PRESIDENT

Power-Up, The Learning Company, Spinnaker, SoftKey Software
Selective Software
Workshops Catalog (now Improvements)



AFFILIATIONS, AWARDS, & EDUCATION
Awards

8 Best in Catalogs Awards, including Best New Catalog of The Year, Three consecutive years on Inc. 500 List

Board of Directors

M. LaHart & Company

Education

Webster College, three plus years towards bachelor's degree before leaving to help family business.

Moderator and Panelist

Moderated dozens of seminars on high-tech digital marketing, technology, and topical issues at Op-Con East and West, High-Tech Direct, Software Publishers Association, DMA, Annual Catalog Conferences...

Judge

Three-time Judge of the American Catalog Awards