

# Jeffrey B. Rice

1297 W Crestwood Dr | Memphis, TN 38119 | 214.762.4831 | jeffricemarketing@gmail.com



## Marketing | Lead Generation | Advertising | Digital Media | Public Relations | Team Leadership

Phenomenally successful marketer with a unique skill set comprised of marketing, strategic communications, brand positioning, analytics, digital engagement and team building. This rare skill set, combined with child-like enthusiasm, has enabled me to empower others in order to win the end-game – increasing stakeholder value.

## Accomplishments and Innovations

### Marketing Strategy and Analytics

- Increased average monthly sales pipeline by 4x and bookings by 12x through digital engagement
- Developed brand strategy and new product concepts for Canopy, a platform for measuring key Omnichannel/ eCommerce metrics including content health, sales, inventory, and pricing
- Increased revenue by 30% without adding headcount by redesigning the company's marketing strategy
- Led expansion effort into the chain-drug trade class resulting in \$3MM during the program's inaugural year
- Developed concept that led to the creation of J.Brown, an in-house marketing and promotional agency, that was later sold to Grey Advertising
- Created and managed decentralized operating structure; enabling account executives to leverage local market knowledge and strengthen revenue-producing relationships at the client and retailer levels

### Strategic Messaging and Media/Public Relations

- Developed strategic branding platform and brand actualization tactics for use across multiple industries
- Led public relations effort resulting in significant trade recognition including Intelligent Enterprise's Editors' Choice Award, Supply and Demand Chain's Executive 100, and Gartner's Cool Vendor
- Published "by-lined" articles and "ghosted" content in:  
Analytics Magazine, Automotive Digest, Brandweek, Consumer Goods Technology, Demand & Supply Chain Executive, Discount Retailing Today, Expose' Magazine, GMA Forum, Manufacturing Business Technology, Pollution Engineering, Progressive Grocer, Redmond Channel Partners, and Supermarket News

### Lead Generation and Promotional Campaigns

- Increased lead acquisition by 6.5x through the use of relevant content generation and gated materials, pay-per-click campaigns with actionable landing pages, organic SEO, email marketing, and lead nurturing strategies
- Revitalized sales efforts through monthly promotional campaigns, delivering incremental, recurring revenue of \$1.8MM and increasing client retention by 24%
- Reduced annual expenses by \$400,000 by appointing a new agency of record and implementing an online collateral fulfillment system for distributed branch-based sales teams

## Professional Experience

Inmar Intelligence      Winston-Salem, NC      **Product Marketing Manager**      2021 to present

- Collaborate with the Corporate Marketing team to develop and manage marketing collateral, relevant content, campaigns, and paid media for optimizing lead generation activities
- Develop thought leadership pieces to promote solutions through social media platforms
- Ensure proper systems integration with Salesforce, Pardot, Jira, and Highspot
- Support product team in conceptual development, testing, pipeline creation and sales alignment

Jeff Rice Marketing/      Richardson, Texas      **Owner**      2011 to 2020\*  
 Propaganda Marketing      Frisco, Texas      **Director of Client Strategy**

*\* Merged Jeff Rice Marketing, a boutique marketing agency, with Propaganda Marketing Services in 2012; then returned to consulting services as Jeff Rice Marketing in 2013. Maintained agency while employed at Atlas Technology group (below) with permissions from Atlas' parent company, Advantage Solutions.*

- Responsible for client acquisition, retention, and organic expansion
- Managed supporting departments including Client Services, Design, Digital Media, Production, and Traffic

Atlas Technology Group      Rogers, Arkansas      **VP Marketing & Communications**      2017 to 2019

- Created marketing department and repositioned the corporate brand as a leader in retail analytics and enterprise-level reporting to reach beyond the company's Bentonville, Arkansas roots
- Developed lead generation and lead nurturing program to strategically align prospect engagement with sales-cycle development and funnel-based communications
- Maintained an active seat on Advantage Solutions' Corporate Communications Steering Committee

River Logic, Inc.      Dallas, Texas      **Director of Marketing**      2007 - 2011

- Created and led Marketing Department in the areas of strategic positioning, brand activation, lead generation and digital engagement
- Defined audience-specific communications and pricing strategies for launching new applications, including Cost-to-Serve, Integrated Business Planner, and Trade Promotion Optimization Planner

Safety-Kleen Systems, Inc.      Plano, Texas      **Director of Marketing Communications**      2004 - 2007

- Developed, implemented, and managed all brand initiatives (with P&L responsibilities)
- Managed external agency responsible for providing all collateral, media buys, and research

Crossmark, Inc.      Plano, Texas      **Marketing and Communications Manager**      1991 - 2004

- Created Marketing Department and developed all marketing and analytical support departments, including communications (internal and external), space management, and category management
- Managed seven decentralized marketing hubs responsible for leveraging local market expertise

## Education












Bachelor of Science Degree, Business Administration	Tusculum University	Tusculum, Tennessee
Associate of Science Degree, Data Processing	State Technical Institute	Memphis, Tennessee

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## REFERENCES

Name/Title	Company	Email/Phone
<b>Personal Reference</b> Jack Hosterman <i>Branch Managing Partner</i>		<a href="mailto:jhosterman@lucasgroup.com">jhosterman@lucasgroup.com</a> 214.274.2000
<b>Professional References</b>		
John Matisse <i>Former CEO</i> 		<a href="mailto:John@MatisseCapital.com">John@MatisseCapital.com</a> 310.717.0075
Jim Hertel <i>Sr VP, Analytics</i> 		<a href="mailto:Jim.Hertel@Inmar.com">Jim.Hertel@Inmar.com</a> 847.756.1397 <i>Please do not contact without prior notification</i>
Bill Akins <i>Chief of Staff</i> 		<a href="mailto:Bill.Akins@WalmartLabs.com">Bill.Akins@WalmartLabs.com</a> 479.790.3292
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Ed Genovese <i>President and CEO</i> 		<a href="mailto:ed@TASLP.com">ed@TASLP.com</a> 469.203.5089

Jeff Rice is a committed and passionate marketing pro, and so much more. His intellectual curiosity leads him to develop deep insights into the business, enabling him to develop exceptional creative with minimal direction and oversight. He is tireless under deadline pressure and delivered with excellence in every such situation. I can recommend him without hesitation or reservation.

- **Jim Hertel**  
*Senior Vice President, Inmar Analytics*

# LETTER OF RECOMMENDATION | MATISE CAPITAL

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2265 27<sup>th</sup> Street, Santa Monica, CA 90405  
+1(310)717-0075 | [John@Matisecapital.com](mailto:John@Matisecapital.com)

## Dear Sir or Madam:

It is my pleasure to provide some guidance and input regarding Jeff Rice's qualifications.

Jeff worked for me as the Vice President of Marketing and Communications during my tenure as **CEO of Atlas Technology Group**, a wholly owned subsidiary of Advantage Solutions.

Jeff joined Atlas at a pivotal point in the company. The market for Atlas' products was maturing and brand positioning was becoming increasingly important to justify the company's premium pricing model.

First, he examined the marketplace and strategically repositioned Atlas as a leader in retail analytics and enterprise-level reporting. Part of our company roadmap was to grow our presence outside of Northwest Arkansas and to reach beyond our Walmart connectivity. After his analysis was complete, Jeff began bringing the new strategy to life by developing innovative collateral such as case studies, whitepapers, sell sheets, videos, and RFPs. He also launched a new website, which he designed, developed and authored.

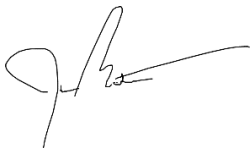
Second, we needed to change our sales approach. Our products are highly technical, but decision makers and key influencers were primarily businesspeople within the consumer-packaged goods industry. They did not have technical backgrounds, so we needed creative ways for them to understand the value our technologies provided and how Atlas' products were used to increase market share and productivity, while containing costs. Jeff created several vignette stories to help accomplish this. In fact, we actually created a comic-style booklet that brought the technology to life in a very non-technical manner. These creative projects were very impactful and resulted in several large client wins for Atlas Technology Group as well as the parent company.

Jeff also supported Advantage Solutions' Corporate Communications Team through strategic positioning and by generating content that addressed emerging technologies, and the importance of digital transformation within omni-channel environments.

In addition to his unique skill set, clients and peers enjoyed working with him. This made him a leading change agent within the organization.

If you would like additional details regarding Jeff's experience or qualifications, please email me at [john@matisecapital.com](mailto:john@matisecapital.com) or call (310)717-0075.

Sincerely,



**John Matis**



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Plano, TX 75024

469.814.1000  
Fax 469.814.1355  
www.crossmark.com

## **Letter of Recommendation** **Jeffrey B. Rice**

To Whom It May Concern:

During Jeff's fourteen-year tenure with CROSSMARK®, he has continually demonstrated a broad range of skills and talents that have had a tremendous impact on our company.

Specifically, Jeff has successfully blended his analytical and creative skills with his unique style of leadership, and a personality that appeals to all levels within the organization. Consequently, his diverse skill set has helped us in the areas of new client acquisition and improved client retention. He has also been keenly instrumental in our ability to differentiate ourselves within the marketplace through the development and application of effective brand practices .

Under Jeff's leadership, we have created a host of client-centric solutions that span multiple disciplines, including marketing, branding, communications, category management, merchandising, and space management.

In terms of work ethics, Jeff is self-motivated and takes great pride in his individual accomplishments as well as the achievements obtained in a team environment. He has the capacity to think strategically, and the aptitude and drive needed to transform strategic thinking into tactical and quantifiable value for all CROSSMARK stakeholders. Additionally, Jeff performs well under stringent time pressures and has mastered the art of multitasking .

In closing, I would like to unequivocally state my recommendation for Jeff Rice. I am highly confident other employers will benefit greatly from his ethics, skills, and talents.

If additional information is requested, please feel free to contact me at 469-814-1202.

Sincerely,

David A. Baxley  
Chief Executive Officer  
CROSSMARK®