

## Lissa Cupp

Strategic marketing executive, entrepreneur, public speaker, and educator with 20+ years' experience and demonstrated success in developing winning marketing strategies and brand positioning across all phases from strategy, creation, to execution and delivery, by leveraging customer insight and market trends. Strong blend of business acumen, operational discipline, and visionary passion. Energetic leader experienced in strategic planning, marketing, e-commerce, digital marketing, sales, new product development, and P/L. Highly adept at successfully implementing transformative change, building top-performing teams, and creating collaborative internal/external relationships.

### ACCOMPLISHMENTS

- Developed strategy and grew digital subscriptions by over 150% YOY for Berkshire Hathaway Media Group's portfolio of metro newspapers and publications
- Participated as a speaker and coach in Facebook's Accelerator program for media publishers, growing over \$5MM in customer lifetime value.
- Accomplished educator with outstanding (4.5 or better) Student Evaluation of Teaching (SET) scores and feedback in each course taught for 5 years.
- Elected to University of Dayton's Academic Senate as the Adjunct Representative for 2019-20 and re-elected for three-year term as Professional Faculty Representative.
- Serve on the Faculty Affairs Committee at the University of Dayton since 2019.
- Serve as Faculty Advisor for Marketing Club and Women in Business.
- Recognized as a Women of Impact for 2022 by the Better Business Bureau's Women in Business Network.
- Named to the UD School of Business Administration DEI committee, Spring 2021.
- Led Consumer & e-Commerce SBU at Angie's List during turnaround where membership grew from 2MM to over 5MM in one year; Developed Home Services Marketplace – an e-Commerce platform for home services.
- Developed e-Commerce and Direct to Consumer channel at Scotts Miracle-Gro, a \$320MM direct business.
- Grew Scotts Miracle-Gro Amazon business 90% YOY; Grew Scotts Lawn Service 8%.
- Led Marketing at Chalkfly, leading to 140% growth and a successful exit strategy by private equity owner.
- Led \$20MM capital project to merge Day-Timer business into Mead's D2C organization, including plant closing, consolidation of manufacturing, sourcing, distribution, combined call centers, including \$1.7MM additional investment in ATG e-Commerce platform, recruiting/build D2C team. ROI in less than two years.
- Grew Mead/ACCO Direct to Consumer business by 5% vs. Prior Year by increasing acquisition, retention, consumer engagement, cross-sell and overall AOV. Launched mobile & apps increasing traffic by 18%.
- Created and executed strategic marketing plan for Standard Register, which led to #1 market leadership position, \$260MM annual run rate, and 90% of company's operating profit. Exceeded plan by 34%. Leveraged multiple channels including 225+ direct sales reps, telesales reps, SRDirect.com and SecureScrip.com e-Commerce.
- Purchased existing Stationery & Greeting Card business and repositioned it for accelerated growth. Expanded new product lines and market segments, expanded e-commerce site enabling 35% growth within 3 years.
- Mergers & Acquisitions – led integration of Epsilon acquisition by Relizon in 2000; Acquired consumer e-Commerce company in 2005; Team lead for D2C on ACCO/MWV merger integration in 2012.

### CAREER HISTORY

#### University of Dayton Dayton, OH

2016 to present

University of Dayton is a private Catholic research institution in Dayton. It is the second largest private university in Ohio and only one of three Marianist universities in the nation.

#### Faculty Lecturer

2021 to present

- Teach 4/4 course load as full-time faculty member in the School of Business Administration, Department of Management & Marketing, teaching in both undergraduate & MBA programs
- Courses: Capstone MKT 455 Marketing Strategy, MBA 639 Social Media Marketing, MKT 435 New Product Development, MKT 440 Global Marketing, MBA 639/MKT 494 Omni-Channel Marketing, and MBA 639/MKT 350 Digital Marketing

**University of Dayton, continued**

**Dayton, OH**

2016 to present

**Adjunct Professor**

2016 to 2021

- Teach one to three courses per semester in the School of Business Administration undergraduate & MBA programs
- Courses: MBA 639 e-Commerce & Omni-Channel Marketing, MBA 639/MKT 350 Digital Marketing, MKT 435 New Product Development

**Marketing Strategy Consultant & Speaker International & U.S.**

9/2018 – Present

I work with Tech and Media companies, Publishers, Retail, CPG, and e-Commerce companies to drive audience, subscription, and revenue growth, digital transformation & strategy.

**Facebook Accelerator Program** – Coach and Speaker: Germany, Canada, Brazil, France, Australia, APAC/Singapore, Italy, Belgium, Netherlands

Part of the Facebook Journalism Project, Accelerator is a program aimed at addressing reader and subscription revenue challenges facing local news organizations.

**Big Rocks of Life and Goal Driven Women** – founded organization to help others achieve their goals.

Keynote speaker on topics including Big Rocks of Life, Women in Leadership, Marketing, Personal Brand

**BH Media Group Omaha, NE**

1/2018 – 8/2018

BH Media Group, a Berkshire Hathaway company (NYSE: BRK.A; BRK.B), owns and operates 110 news organizations in 10 states, including newspapers and WPLG-TV, an ABC affiliate in Miami, FL.

**Chief Marketing Officer**

- Oversee brand and marketing across all properties and publications for the company, including driving growth for print and digital products. Leading transformation from print to digital subscriptions.
- Responsible for over 160 metro news brands, web and mobile sites, and apps.
- Berkshire signed mgmt agreement with Lee Enterprises to operate BHMG, eliminating BH leadership team.

**Angie's List**

**Indianapolis, IN**

6/2016 – 3/2017

Angie's List (NASDAQ: ANGI), Leading home services consumer review and marketplace site, with over 5 million members and over 10 million verified reviews in more than 700 categories.

**Senior Vice President, Consumer**

- Led the Consumer business unit, with 115 employees, responsible for membership revenue, consumer engagement, and eCommerce.
- Developed strategy for the Home Services Marketplace. Membership grew from 2MM to over 5MM during my tenure. Company sold to IAC/HomeAdvisor in 2017.

**Scotts Miracle-Gro Columbus, OH**

2/2015 – 2/2016

The Scotts Miracle-Gro Company (NYSE: SMG), is the world's largest marketer of branded consumer lawn and garden products including Scotts®, Miracle-Gro®, Ortho® and Roundup® brands and Scotts Lawn Service.

**Vice President, e-Commerce & Direct to Consumer**

- Led the strategy and execution of the e-Commerce business including direct to consumer, Amazon, and customer e-retailers including Home Depot.com, Lowes.com, Walmart.com, and others.
- Oversaw multiple US & International brand sites including Scotts.com, Miracle-Gro.com, etc. as well as MyLawn app and Scotts Lawn app, incorporating IoT.
- Led marketing and e-Commerce for \$300M Scotts Lawn Service division.
- Company sold Scotts Lawn Service division to TruGreen.

**Chalkfly****Detroit, MI**

2/2014 – 11/2014

Chalkfly is an eCommerce retailer of school and office supplies, named one of the fastest growing e-Commerce companies in Internet Retailer's Second 500 for 2013. Chalkfly is part of the Detroit Venture Partners portfolio and the Quicken Loans family of companies. Chalkfly was sold at the end of 2014.

**Chief Marketing Officer**

- Led the strategic positioning and oversight of the Chalkfly brand. Led brand marketing, e-Commerce, and creative teams, directing all marketing efforts to achieve company revenue and profit objectives while creating an excellent customer experience. Providing in depth strategy for strategic partnerships, promotions, PR and community relations initiatives while influencing product, promotion and distribution strategies.

**ACCO Brands****Dayton, Ohio**

10/2010 – 8/2013

ACCO Brands is a \$2B leading consumer products manufacturer and marketer of the most trusted brands in school supplies, office products, and planning and organizing tools, including Mead®, Day-Timer®, Day Runner®, AT-A-GLANCE®, Swingline®, and Kensington®, sold via retailers, trade, catalog, and e-Commerce.

**Vice President, e-Commerce & Consumer Marketing**

- Full P&L accountability including strategy, budget, and ROI for \$45MM Direct to Consumer business.
- Developed and managed team of 30 including catalog, e-Commerce, direct and e-Commerce.
- Oversaw Global operations including US and International e-Commerce businesses such as ataglance.com, mead.com, dayrunner.com, daytimer.com, and sites in the UK, Canada, Australia, and New Zealand.
- Responsible for driving growth through digital strategies and online initiatives, e-commerce operations and marketing, direct marketing, customer acquisition through PPC, affiliate, SEO, email segmentation strategies, contact center operations, database, comparison shopping and retargeting, marketing communications, creative, design, web content, consumer engagement, mobile applications, catalogs, social media and digital products, including MeadCal, a web-based and mobile calendar. Maximized customer LTV and profitability.
- Developed digital roadmap; Selected and updated website platform, technical structure, design, content, navigation, architecture, branding, marketing, and functionality; directed team of technical developers.
- Led teams responsible for driving growth of Consumer & Office Products via Amazon.com, and customer e-retailers including Staples/Max/Depot.com, Walmart.com, and Target.com.

**PRIOR WORK EXPERIENCE**

Standard Register, (now Taylor Corp; formerly Relizon, formerly Reynolds & Reynolds) – Director, Marketing

Yeck Brothers Company – Senior Director, Business Development

Wabash Center, Inc. /Greenbush Industries – Vice President and General Manager, Business Services

Harte-Hanks Response Management – Director, New Business Development

RR Donnelley – Sales, Customer Service Supervisor

OTI Response Management Group – Lead Account Executive

**ENTREPRENEURIAL EXPERIENCE**

Style Encore – Owner of resale clothing franchise

Simply Sign It – Acquisition of online greeting card company

Camilotto Models – Agency director/founder

**EDUCATION**

**University of Dayton**, currently a doctoral student seeking PhD in Educational Leadership

**Bowling Green State University**; MBA

**Capital University**; Bachelor of Arts, Business Administration; Concentration: Marketing

Executive Leadership workshops, Industry Seminars, and Marketing Conferences; Industry Speaker.

## **CORE COMPETENCIES**

Public speaking, Educating, Strategic planning Brand strategy Digital media Social Marketing M&A Direct Response Marketing Loyalty e-Commerce/Web PPC / SEO Customer loyalty Organizational design and development B2B B2C Direct Mail Direct Response Lead Generation Product development POS/POP Programs Agency Operations Management Call Center Management P&L Training Public Speaking Trade Shows Media/PR Marketing communications Consumer Database & CRM Marketing analytics & research Budget planning Turnaround strategy Consumer marketing Services marketing Sales management Entrepreneurial Results driven ROI/Measurement

## **MARKET EXPERTISE**

Consumer Services, Retail, CPG, Media, Healthcare, Education, Financial Services, Publishing & Printing, eCommerce

## **ACTIVITIES**

### **Board of Trustees/Volunteer:**

Board Member, David's Cemetery  
Past Board Member, Clothes That Work  
Past Board member, Human Race Theatre Company  
Dayton Chamber of Commerce; Habitat for Humanity; Rebuilding Together; Mentor  
Executive Sponsor, Women's Diversity Group, BH Media

### **Industry speaker:**

IRCE (Internet Retailer Conference & Expo)  
Speaker, Facebook Accelerator Program for media publishers  
Moderator, American Press Institute's Reader Revenue Summit  
Guest speaker on SiriusXM Business Radio Ch 111 show, "Measured Thoughts" with Dave Reibstein  
Dayton Women in Leadership Symposium  
Total Retail Roundtable  
National Diversity Council  
National Association of Professional Organizers (NAPO) Annual Conference  
Consero Customer Experience Forum Member  
Adweek Brand Digital Commerce Advisory Board  
Numerous corporate/women's network events as keynote speaker