

BILL DECKER



SUMMARY

Created many profitable Cannabis Brands, Including Subtle Retreat & Subtle Escape Built largest Podcast in the Cannabis Industry, #1 video site, and top ranked info site Successful experience with both traditional and digital marketing strategies and tactics SEO & SEM, strong social media expertise Built and supported distribution networks/retailers for Cannabis product Spearheaded acquisitions for Cannabis P/E fund. Excellent communications and presentation skills Multi-lingual, self motivated, high energy, great track record, "all purpose infielder" Directly increase customer awareness, client loyalty and sales.

Industries:

Cannabis, SaaS, Cloud Based Services, Media & Marketing Services, Social Media, Data Analytics, TFinancial services, Tech, Consumer, B2B, B2C

TOOLS

Comfortable with current sales and marketing tools such as:

- Salesforce
- Pardot
- Marketo
- Infusionsoft
- Sharpspring
- Delivra
- Hadoop
- Webtrends
- Microsoft stack
- Apple suite
- SaaS Hubspot
- Tableau
- Google Analytics
- Google+
- Facebook
- Youtube
- LinkedIn
- Instagram
- Twitter
- Pinterest
- Streaming Media

EXPERIENCE

Cliintel Capital Group (CCG) – Denver, Colorado

2015 – PRESENT

Chief Marketing Officer

- Repositioned firm's messaging and marketing
- Wrote marketing strategy, created budgets, built accountability matrix Created powerful brand and market position- Gained multi state distribution of product
- Built media platforms; created large content library Entered and succeeded in several vertical markets
- Created large audience (500,000+) on video channels, podcasts, informational sites Outranked competition on Google, developed high conversion rates

Association of 3D Printing, 3D Printing Channel – Denver, Colorado - Marketing Director

2012 – 2015

3D Printing Channel is the largest media network in the 3D Printing Industry

- Launched the largest Media network in the 3D Printing Industry; created websites, books, podcasts, video channels, a venture firm, a business incubator and the largest trade association in the industry Developed an audience of over 500,000 subscribers and generated revenues of over \$4.5M
- Planned, designed and built dozens of revenue generating media platforms, each a category killer in a vertical market Authored the best selling book in the industry, created and hosted the top industry podcast
- Use SEO skills for to build digital presences and used traditional CMO skills for traditional marketing activities Positioned for the firm for acquisition and received multiple offers

Strategy | Business Development | Marketing

- Provided solutions in International and Domestic Marketing, Business Development, Strategy and Management Consulting
- Performed market entry tasks in 40 countries including the USA, Europe and Asia; spearheaded market entry for dozens of companies from strategic planning through the negotiation and integration processes
- Created millions of dollars of revenue for clients and built a \$14M book of business
- Provided strategic planning, business modeling, analysis and introductions; executed strategic alliances and international marketing duties for corporations
- Consulted with executives in general management, strategy, marketing, and sales

TV SHOP: Market penetration in dozens of countries. Solved organizational issues. Built financial models, call centers, fulfillment centers. Staffed offices. Negotiated with TV stations, overseas executives and foreign governments. Direct reports included all country managers

Siemens: Trained hundreds of executives in international management cross cultural issues, multi-cultural team building, and Far Eastern market penetration. Trained "locals" in subsidiaries in "Western" management. Supported executives in several Central and Eastern European countries.

Lockheed Martin: Developed strategies for marketing domestically and abroad. Trained executives in business development

EDUCATION

Erasmus University, Netherlands

MBA in General Management

Binghamton University (formerly SUNY Binghamton, Binghamton, NY)

BA, Psychology

HIGHLIGHTS

- Online and offline marketing expertise
- Powerful demonstrable digital marketing prowess International in scope
- Owner of top ranked media to be utilized at next role Published author
- Strong experience in Cannabis space