
CATHERINE CONROY

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Transformational Leadership ~ Value Creation ~ Multicultural Intelligence ~ High Performing Teams

MARKETING & COMMUNICATIONS EXECUTIVE

Results-driven B2B leader with extensive global experience spanning diverse sectors that includes P&L oversight, external supplier management and expertise in customer-specific marketing strategies, branding [corporate, product & employee], promotion & digital communication [web & social] & lead generation. SEO technology savvy and patent(s) holder with keen business & global financial acumen and fluency in multiple languages and communication styles gleaned through studying & working abroad. Valued advisor to senior leaders and “go to” person to create & launch strategic platforms that enable organizations, including start-ups, to achieve their next level of growth and financial & operational success in highly competitive global markets. Respected for breakthrough thinking, superior communications skills, collaborative leadership & alliance-building.

CAREER HIGHLIGHTS

Wesco International, Glenview, IL

Sept 2021 - Present

Wesco is a FORTUNE 500® global electrical, communications, and utility distribution and supply chain solutions company with \$22 Billion in sales, 20,000 employees and operations in 53 countries.

Sr. Director Marketing, Communications, Operations & Brand Strategy

Reporting to the CMO, I lead a team of professionals responsible for all aspects of marketing communications and brand strategy for a \$20B global B2B corporation. This includes brand strategy and governance, internal marketing communications, external marketing communications, thought leadership, event management, creative and design services, marketing operations and marketing project management. I am responsible for the creation of corporate business strategies and messaging for all commercial stakeholders, clearly articulating the differentiated value of Wesco, building a unique brand position, increasing awareness, and driving revenue in key markets.

Panduit Corporation, Tinley Park, IL

2015 – Sept 2021

Panduit is a 60-year-old, privately held, billion dollar plus, R&D and tech manufacturing leader with operations in +120 countries & 5K employees. Panduit's vast offering is at the forefront of the Internet of Things (IOT) and delivers critical infrastructure for the Data Center, Industrial Automation, Enterprise and OEM/ICMRO markets.

Director of Marketing

Recruited to transform marketing department into a strategic business partner, establish a high performing team and drive aggressive revenue goals via disruptive marketing strategies. Direct report to Sr. VP & Managing Director, managing an international team of marketing professionals (i.e., end user, channel, events, operations etc.) to support Panduit's revenue growth strategies, executing on annual marketing plans, driving hundreds of millions in revenue. Responsibilities include, but are not limited to, the development and execution of strategic marketing plans, lead generation activities (from MQL to Sales Revenue), tradeshow & events, brand management, product launch, social media, channel marketing and management of the Executive Briefing Center, etc.

- Evaluated existing marketing structure, recommended a hybrid model of in-house/agency execution which moved the department from a fixed internal cost structure to a variable model resulting in a double-digit reduction in fixed costs and access to the most innovative marketing practices.
- Championed and coached team through on boarding of new ad agency, evaluating 10 options, completing within a 4-month period, while continuing ongoing operations.
- Lead the execution of annual tradeshow events, including a first-time partner summit, that resulted in a 95% satisfaction rating while managing the budget 15% below target.
- Reorganized channel marketing team to focus on top revenue targets and developed close relationships with VPs of marketing at top distributor partners, resulting in double digital promotional gains in first two years.

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- Managed the Executive Briefing Center (EBC) through a \$3M upgrade and assisted with the development of a “Solutions Showcase” with state-of-the-art digital storytelling. Hired and trained the EBC staff which contributed to \$81 million in revenue in its first year with a goal of \$110 million in year two.
- Lead a “six sigma project” to identify and correct issues that have plagued the “Lead generation to Sales Revenue” process for more than six years, and inhibited decision making. The project identified more than 100 “backlog” issues, which are now being addressed by an agile sprint methodology including top of funnel activities tracked through Marketo® into the customer relationship management tool. The result will be accurate data reporting on activities that drive revenue through the pipeline.
- Introduced target account marketing strategy for customer vertical targets, working with a cross functional team of business unit and sales professional to, create awareness and opportunities at the end user across all business units.
- Co-championed re-branding initiative, including new corporate messaging, development of creative assets, digital media, etc., designed to drive awareness of how Panduit’s solutions drive the “more meaningful connections” we have all come to expect in life.

CABOT MICROELECTRONICS CORPORATION, Aurora, IL

2004 – 2015

Global performance chemical company & world's leading supplier of chemical mechanical planarization (CMP) slurries & pads to the semiconductor industry with 1.1K employees, operations in +15 countries & ~ billion in annual revenues.

Global Corporate Marketing & Brand Manager, 2010-2015

Promoted to develop/implement innovative marketing & communications strategies, including social media & website management, to support long-term company growth. Lead Customer Excellence Program. Manage 25 outsourced suppliers [e.g., printing services, ad agencies, graphic designers & writers, etc.] & a budget of \$3.5M. Report to Chief Marketing Officer.

- Championed re-branding initiative, including new corporate mission, vision, brand positioning & communications strategy. Led message-mapping process to ensure alignment amongst internal constituencies. Achieved 80% improvement in employee awareness of brand as measured by survey.
- Developed ~15 global branding/sales campaigns, such as “We are CMC & Tungsten WIN®”, supporting double digit revenue growth over a 4-year period.
- Consolidated multiple smaller websites and led revitalization of corporate website, including improved design, navigation & content, saving \$200K/year and increasing customer brand awareness by ~40%.
- Created customer extranet utilizing a “self-service” model, achieving the following results:
 - Enabled previously nonexistent 24x7 access to product information, quality data, etc.
 - Improved customer satisfaction scores by 25% within a 2-year period.
 - Increased internal productivity by ~35% through reduced customer inquiries.
- Architected social media/digital strategy that resulted in SEO improvement moving company’s top 25 key words from Google page 5 to owning page 1 in <one year.
- Designed/implemented “Voice of Customer” survey/measurement strategy, led cross functional team to analyze results & develop action plans, improving customer loyalty scores by 25% over a 4-year period. This initiative was recognized by the Corporate Executive Board as a “best-in-class” program.
- Developed 50+ courses linking corporate brand goals with intercultural communications awareness. Delivered training in 6 countries, significantly impacting morale & productivity of >1K employees.
- Leveraged social media platforms to help meet aggressive hiring goals, saving company \$300K in recruitment fees in one year and improving success in diversity hiring goals by ~20%.

Marketing Manager, 2004-2009

Recruited to create marketing & communications collateral, design processes, hire staff, and develop brand & assets to support company start-up. Served as key member of global, cross-functional team to develop new product introduction strategies in support of aggressive vitality goals. Managed trade shows & customer seminars on 3 continents. Managed 20 outsourced suppliers & a budget of \$2M. Reported to CMO.

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- Developed web strategies, wrote all copy, and launched company's first password-protected customer portal, contributing to 2x revenue growth [to ~\$350M] in 5 years.
- Selected/implemented first CRM & market intelligence system [Oracle on Demand] that streamlined sales process from opportunities through closure and provided a previously nonexistent global repository for market intelligence.

NALCO COMPANY, Naperville, IL

1991 – 2004

Previously owned by SUEZ, Nalco is now an Ecolab [ECL] company – the global leader in water, hygiene, and energy technologies & services in 170+ countries with 44K employees & \$14B in annual sales.

Division Manager, Marketing & Communications, 2001-2004

Promoted to support company's largest division, Industrial & Institutional Services, to develop/execute global MarCom strategies & campaigns. Oversaw 120+ global trade shows and the roll out of dozens of products, including the high-profile brand: 3D Trasar®. Developed/produced internal/external communication materials in multiple languages. Led strategic corporate communications process that successfully supported executive plans & change initiatives through 2 company sales. Served as senior team member responsible for brand redesign and integration of Nalco's brand assets & product nomenclature into parent company. Prepared executive communication materials for CEO. Managed a team of ~30 outside suppliers & a project budget of \$2M annually. Reported to Division VP.

- When Nalco was sold a second time, successfully transitioned company back to original brand name on very limited budget with no adverse impact to growth rates.
- Redesigned/managed corporate website to enable self-sufficiency of ~10K tier 2 & 3 customers, expanding company's market share by 30%.

Marketing Director, Nalco Industrial Outsourcing [NIO], 1999-2001

Promoted to design/execute global plan & strategies for a start-up venture to provide corporations & large government institutions with outsourcing resources for their water, waste & energy facilities with forecasted sales of \$2.7B within 5 years. Created business development plan, including market attractiveness, environmental & competitive analyses, benchmarking, profitability modeling & key success factors needed to approach the market. Managed team of ~20 outside suppliers & a budget of \$1M. Reported to VP, Marketing.

- Designed/implemented a web-based pre-qualifying customer sales tool, generating \$3M in new business in first year alone.
- Developed/launched branding strategy with supporting corporate & product marketing materials, extranet & daily business collateral within first 6 months at a cost of <\$500K.
- To better manage the contract bid process that required input from NIO, SITA & Tractebel teams, created an on-line productivity tool enabling real-time access to a document repository. This improvement reduced bid preparation time by half.

Marketing & Communications Manager, Latin America, 1995-1999

Senior Global Financial Analyst, International Treasury, 1991-1995

HIGH TECH ARGENTINA, Buenos Aires, Argentina

1990 – 1991

Now part of Advocate Health, South American-based health care company specializing in diagnosis of medical ailments, utilizing high-tech equipment such as Magnetic Resonance Imaging (MRI).

International Consultant

Recruited to live/work in Latin America and manage start-up of medical diagnosis facilities, including talent sourcing/selection/training and developing/implementing business processes & operational procedures.

BANK OF AMERICA, Chicago, IL

1986 – 1989

Senior Financial Auditor

Conducted complex operational/financial audits of global Payment Processing, Credit & Human Resources departments.

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EDUCATION

MBA, International Marketing, Thunderbird School of Global Management, Glendale, AZ
BS/BA, Double Major: International Finance & Spanish University of Illinois, Champaign
University of Salamanca/University of Barcelona, Spain [Study Abroad]

EXECUTIVE DEVELOPMENT/CERTIFICATIONS

On-going Participant, Executive Development Seminars, Digital and Channel marketing, Six Sigma Green Belt, Culture of Accountability certified, Master Toastmaster, Crisis Communication, Crucial Conversations

AWARDS

U.S. Patent No.: US D 640,057, June 21, 2011, "Polishing Pad Carrier"
Team Recipient, Malcolm Baldrige Award, Marketing & Communications

U.S. Patent Pending September 2021, "Electrical Tape Dispenser"

PROFESSIONAL AFFILIATION

Member, Business Marketing Association [BMA], Chicago Chapter
Invited Member, Marketing Executive Networking Group [MENG], Chicago Chapter
Invited Member, International Executive Resource Group [IERG], Chicago Chapter
Member, Society for Intercultural Education, Training & Research [SIETAR]