
CATHERINE CONROY

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MARKETING, COMMUNICATIONS & BRAND EXECUTIVE

Results-driven B2B Marketing leader with extensive global experience in external and internal communications, branding, events, customer engagement, digital marketing, lead generation and team building. Innovator, patent holder, with keen business and global financial acumen. Trained interculturalist with fluency in multiple languages and communication styles gleaned through studying & working abroad.

Valued advisor to senior leaders (from Startups to Fortune 500 companies), creating strategic marketing plans that have enabled a next level of growth & operational success in highly competitive global markets. Respected for breakthrough thinking, superior communications skills, collaborative leadership & alliance-building.

CAREER HIGHLIGHTS

WESCO INTERNATIONAL, Glenview, IL

2021 – present

Wesco is a FORTUNE 500® global industrial distributor and supply chain solutions company with \$23 Billion in sales, 20,000 employees and operations in 53 countries. Key verticals include: Data Center & Communications, Security, Utility, Power, Construction, OEM, Electrical, Lighting, Heavy Industry. Key customer personas include: Government, Defense dept, Data Center Directors; Procurement, Contractors, Systems Integrators, Manufacturers, etc.

Sr. Director Marketing, Communications, Brand and Events

Reporting to the CMO, I manage a 35-member team via 5 reports responsible for all aspects of brand strategy, governance, internal and external marketing communications, thought leadership, event management, creative and design services, marketing operations and project management.

Accelerated commercial growth by activating company brand and messaging. Positioned Wesco across strategic industries after key M&A.

- Business results – led marketing initiatives that contributed to company sales growth \$18B (2021) to \$23B (2024) and adjusted EBITA margin 6.5% in 2021 to 6.9% in 2024.
- Championed, designed, and built a multi-million-dollar customer innovation center that drove \$500 million in pipeline business in the first two years.
- Lead creation of corporate business strategies and content that articulate and differentiate Wesco's value proposition and establish a unique brand position, increased awareness, engagement, and revenue.
- Created external communications and PR strategies that achieved #1 share of voice ranking Wesco above all competitors for the first time in company history.
- Created brand architecture and governance consolidating dozens of sub-brands never integrated and establishing a clear service marketing portfolio.
- Led the creation and roll out of a new corporate brand with external and internal campaigns that won or were nominated for many awards by ANA and Gartner.
- Board Member for Corporate Business Resource group and Professional Development Lead for early career professionals.
- Developed and launched a market leading scholarship program intended to support the next generation union/non-union skilled labor for the construction, electrical, manufacturing, data center, IOT industries.

PANDUIT CORPORATION, Tinley Park, IL

2015 – 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 is at the forefront of the Internet of Things (IOT) and delivers critical infrastructure for the Data Center, Industrial Automation, Enterprise, Electrical, and OEM markets.

Senior Director of Marketing

Recruited to transform the 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 included 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.

Transformed marketing into a strategic business partner that delivered new sales pipeline.

- 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, which 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 the first two years.
- 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 \$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 plagued the "Lead generation to Sales Revenue" and inhibited decision making. The project identified and resolved more than 100 "backlog" issues.
- Introduced ABM strategy for customer verticals, which created a 40% increase in pipeline opportunities.
- Championed rebranding initiative, including new corporate messaging, development of creative assets, digital media which resulted in top share of voice compared to top 10 competitors.

CABOT MICROELECTRONICS CORPORATION, (Bought by Entegris) Aurora, IL

2004 – 2015

Global performance chemical company & world's leading supplier of chemical mechanical planarization (CMP) slurries & pads to the semiconductor industry with 2K employees, operations in +15 countries & ~ 1 billion in annual revenues.

Global Corporate Marketing & Brand Manager

Developed and implemented innovative marketing & communications strategies, including social media & website management, to support long-term company growth. Lead Customer Excellence Program. Manage 25 outsourced suppliers and a budget of \$3.5M. Report to Chief Marketing Officer.

Partnered with leadership to grow \$200M startup to \$1B in revenue and position for acquisition.

- Created the marketing department, hired and trained staff, agencies and other external suppliers. Developed 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 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, enabling 24x7 access to product and quality data, improved customer satisfaction scores by 25% within a 2-year period and increased internal productivity by ~35% through reduced customer inquiries.
- Created social media/digital strategy that resulted in SEO improvement moving company's top 25 keywords 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 the company \$300K in recruitment fees in one year and improving success in diversity hiring goals by ~20%.

NALCO COMPANY, (Bought by Ecolabs) Naperville, IL

1992 – 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 & \$16B in annual sales.

Division Manager, Marketing & Communications

2001-2004

Responsible for the 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 two 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 the CEO. Managed a team of ~30 outside suppliers & a project budget of \$2M annually. Reported to Division VP.

Marketing Director, Nalco Industrial Outsourcing

1999-2001

Nalco Marketing & Communications Manager, Latin America

1995-1999

Nalco Senior Global Financial Analyst, International Treasury

1992-1995

HIGH TECH ARGENTINA, (Bought by Advocate Health) Buenos Aires, Argentina

1990–1992

International Consultant - Recruited to live in Latin America and manage a start-up medical diagnosis company specializing in Magnetic Resonance Imaging. Responsible for all day-to-day operations including hiring, payroll, operations, customer satisfaction, etc.

EDUCATION / LANGUAGES

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

Native English; Fluent Spanish; Proficient Portuguese

CERTIFICATIONS

Six Sigma Green Belt, Culture of Accountability, Master Toastmaster, Crisis Communication, Crucial Conversations

AWARDS/PATENTS

U.S. Patent No.: US D 640,057, June 21, 2011, "Polishing Pad Carrier"

U.S. Patent Pending - "Electrical Tape Dispenser"

Malcolm Baldrige National Quality Award

PROFESSIONAL AFFILIATIONS

Business Marketing Association

Invited Member, Marketing Executive Networking Group

Invited Member, International Executive Resource Group

Society for Intercultural Education, Training & Research