

E. ELLEN CAMPBELL-KAMINSKI

Accomplished **B2B C-Suite Executive** with demonstrated ability to grow revenue and deliver bottom line results through innovative go-to-market strategies, customer experience, and continuous process improvement. Skilled business leader with a passion for developing talent and building high performing teams.

- Account Management
- Brand Management
- Budgeting and Forecasting
- Business Transformation
- Customer Engagement
- Global Marketing
- Marketing Automation/CRM
- Mission/Vision/Values Creation
- Organizational Strategy
- Product Management
- Revenue Generation
- Senior Leadership Development

PROFESSIONAL EXPERIENCE

EXHIBIT CONCEPTS, INC. (Dayton, Ohio)

2016- Present

President and Chief Operating Officer (2021 – Present)

Vice President, Sales and Marketing (2018 – 2021)

Vice President, Marketing (2016 – 2018)

- Responsible for sales, account management, client relationships, branding and go-to-market strategy for experiential marketing events, branded environments, museums and immersive education classrooms.
- Exceeded revenue and profit objectives in 2022, achieved revenue target in 2019, grew revenue 17% in 2018 and 11% in 2017, and helped to close single largest deal in company history.
- Reorganized sales organization to create dedicated account teams, clarify roles, increase accuracy and improve outcomes for clients resulting in exceeding profit objectives in 2022.
- Developed the strategic plan and operational initiatives for the business as well as ongoing monitoring and review program.
- Led effort to establish Mission, Vision, Purpose and Core Values and ongoing communication plan.
- Developed branding for key lines of business: Exploration Zones and NEXT lab, as well as corporate rebranding initiative focused on positioning, visual identity as well as tone and voice.
- Established strategic marketing department focused on demand generation, customer engagement and brand management. Implemented marketing automation, CRM, website refresh and content marketing function.

UNIVERSITY OF DAYTON (Dayton, Ohio)

2021 – Present

Adjunct Instructor (2021 – Present)

Brand Management (MKT 430)

- Teach upper level marketing course on Brand Management in the School of Business Administration.
- Course is a hands-on, practical exploration of product, service, and enterprise-wide brand building and management.
- Consistently receive high satisfaction scores in Student Evaluation of Teaching surveys.

TRUECOMMERCE (formerly DATALLIANCE) (Cincinnati, Ohio)

2014 – 2016

Vice President, Marketing and Business Development (2014 – 2016)

- Responsible for marketing strategy, business and market development, market research and customer insight, market planning, brand management, and marketing analytics for North America and EMEA markets.
- Implemented a marketing automation platform, integrated campaign framework and content marketing strategy to improve marketing effectiveness, resulting in 49% improvement in qualified leads.
- Revamped business development function, delivering in 10X improvement in qualified prospect meetings.
- Redirected marketing organization to focus on pipeline improvement resulting in marketing generated opportunities accounting for 23% of pipeline and business development accounting for 44% of pipeline.

LEXISNEXIS (Dayton, Ohio)**2002 – 2014***Vice President, Marketing Strategy and Operations* (2007 – 2014)*Vice President, Market Planning – Strategic Market* (2004 – 2007)*Vice President, Marketing – Small Law/Marketing Communications* (2002 – 2004)

- Led marketing strategy, operations and services group responsible for demand generation campaigns, creative execution, marketing automation and analytics resulting in >25% marketing contribution of \$17.5M.
- Managed marketing management, digital services, creative agency and database marketing teams with operating budgets up to \$35M and delivering over 3,000 digital and offline campaigns per year.
- Managed large enterprise account segment responsible for over \$600M in revenue; exceeded revenue goals every year, including 5.4% in 2007.
- Doubled marketing database coverage to over 1M contacts by deploying a master data management model, offshoring operations, and conducting independent research to build accurate (>94%) target profiles for Sales.

REYNOLDS AND REYNOLDS (Dayton, Ohio)**1997 – 2002***Director of Marketing Information Services/Director of Marketing/Product Line Director*

- Responsible for product development, product management and marketing of entirely new information management software and service solution for automotive dealer market.
- Led product development effort for first of its kind web-enabled data warehouse solution.
- Delivered customer presentations and customized sales proposals for system sales > \$500K.
- Developed an internal CoE in market research, database marketing, and competitive intelligence.

CCH INCORPORATED (Chicago, Illinois)**1992 – 1997***Director, Sales and Marketing/Product Manager*

- Oversaw product management, marketing and sales for high growth health and human resources product line.
- Led team to define and implement strategic plan for company penetration in health care industry.
- Built dedicated sales and marketing organization including sales force structure and compensation program.
- Managed product migration to digital formats and prioritized product enhancements.

ADDITIONAL EXPERIENCE

- **NATIONAL REGISTER PUBLISHING COMPANY** (Wilmette, Illinois), *Product Manager*
- **MALARKEY-TAYLOR ASSOCIATES** (Washington, D.C.) *Market Research and Finance*
- **DOW, LOHNES & ALBERTSON** (Washington, D.C.), *Paralegal*
- **65 WSJT-TV** (Vineland, New Jersey), *Promotion Manager*

EDUCATION**GEORGETOWN UNIVERSITY**, Washington, D.C.*Master of Business Administration***UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA*Bachelor of Arts – Communication*

BOARDS AND COMMUNITY SERVICE

DAYTON AREA CHAMBER OF COMMERCE, Dayton, OH

Member Board of Trustees (2022 – Present)

WOMEN IN EXHIBITIONS, Las Vegas, NV

Member Advisory Board (2023 – Present)

- *Booster Rep*, Centerville High School Girls Lacrosse (2017 -- 2019)
- *Registered Advisor*, Centrifuse (start-up advisory) (2015 – 2018)
- *Treasurer*, Centerville High School Girls Volleyball (2015 – 2017)
- *Marketing Consultant*, St. Vincent de Paul, Dayton District Council (2014)
- *Treasurer*, Centerville High School Football (2011 – 2014)
- *Founding Member*, LexisNexis Women Connected – LEXISNEXIS (2007 – 2014)

THOUGHT LEADERSHIP

- “Integrated Marketing Solutions” – *Speaker* – **ExhibitorLIVE** (2022, 2023)
- “Effective Communications/ECI Story” – *Speaker* – **Dayton Area Chamber of Commerce** (2022)
- “Humanize Your Target Audience” *Speaker* – **ExhibitorLIVE and FastTrak** (2019, 2021, 2022, 2023)
- “Sales and Marketing Alignment” *Speaker* – **ExhibitorLIVE and FastTrak** (2018, 2019, 2021, 2022, 2023)
- “Ready for Leadership” *Speaker* – **ExhibitorLIVE** (2021)
- “What Goes on in the Boardroom” *Speaker* – **Experiential Designers and Producers Assoc.** (2016)
- “Taking Marketing to the Next Level” *Speaker* – **American Marketing Association** (Cincinnati, 2015)
- “Conducting Effective and Aligned Marketing & Sales Planning” *Speaker* – **AMA** (Cincinnati, 2014)
- “What Goes on in the Boardroom – CMO Decision Making” *Speaker* – **Exhibit Concepts** (Dayton, 2014)
- “Leading a Marketing Cultural Shift Towards Financial Accountability” *Speaker* -- **AMA** (Cincinnati, 2013)
- “Art and Science of Integrated Traditional & Social Media” *Panelist* -- **Measure Up** (Boston, 2011)
- “Executive Customer Experience” – *Speaker* – **The Motivation Show** (Chicago, 2009)