

## JERRY STOFFL

### EXPERIENCE

2019-Present	<b>ADOBE</b> <i>Principal Experience Consultant, December 2021 - Present</i> <ul style="list-style-type: none"><li>• Advises executive leaders of enterprise customers on personalization and experimentation strategies</li><li>• Partners with national sports league on the adoption of new digital marketing capabilities to 30 teams</li><li>• Relaunched a 20-person experimentation practice with a global telecommunications vice president</li></ul> <i>Senior Digital Strategist, August 2021 - December 2021</i> <ul style="list-style-type: none"><li>• Created omnichannel strategies for customers of Adobe's Experience Cloud marketing solutions</li><li>• Built customer data platform activation and adoption plans for 13 organizations</li><li>• Implemented a governance plan for an international hospitality firm's digital assessment management platform</li></ul> <i>Digital Strategist, January 2019 - July 2021</i> <ul style="list-style-type: none"><li>• Solved strategic problems for omnichannel retailers</li><li>• Optimized the analytics strategy of a midwestern retailer to achieve a \$350MM ecommerce sales goal</li><li>• Recommended a personalization plan that grew mobile app transactions 20% for a regional grocer</li></ul>	Chicago, IL
2019-Present	<b>UNIVERSITY OF DAYTON</b> <i>Adjunct Lecturer, September 2019 - Present</i> <ul style="list-style-type: none"><li>• Teaches 15 MBA students a ten-week online course on the principles of digital marketing</li></ul>	Dayton, OH
2014-2018	<b>KROGER</b> <i>Executive Communications Senior Manager, October 2018 - December 2018</i> <ul style="list-style-type: none"><li>• Improved the visibility of Kroger's executives amongst shareholders, industry stakeholders, and associates</li><li>• Coordinated and wrote presentations for C-suite leaders</li></ul> <i>Digital Marketing Manager, September 2014 - September 2018</i> <ul style="list-style-type: none"><li>• Led data-driven digital marketing campaigns to accelerate growth of Kroger's \$2.5B ecommerce business</li><li>• Initiated the multi-channel marketing plan for 'click-and-collect' grocery service at 1,200 stores</li><li>• Developed multiple automated email series responsible for 25% of ecommerce order volume</li></ul>	Cincinnati, OH
2012-2014	<b>PREFERRED BRANDS INTERNATIONAL (ACQUIRED BY MARS FOOD)</b> <i>Digital Marketing Manager, June 2012 - September 2014</i> <ul style="list-style-type: none"><li>• Generated \$1MM in annual ecommerce sales by rebranding an Indian food manufacturer's digital identity</li><li>• Won 'Global Award for Team Excellence' for coordinating 9 state food truck tour of the 'Tasty Bite' brand</li></ul>	Stamford, CT
2009-2012	<b>DOHERTY ENTERPRISES</b> <i>Digital Marketing Representative, May 2009 - May 2012</i> <ul style="list-style-type: none"><li>• Executed regional digital marketing campaigns for 98 location restaurant franchisee</li></ul>	Allendale, NJ

### ACTIVITIES

- Organizes alumni events as a Kellogg Alumni Club of Chicago board member (2023 - Present)
- Advises True Star Foundation, a Chicago education non-profit, on digital donor growth (2022 - Present)
- Mentors pre-seed startups on growth marketing through national accelerator, gener8tor (2018 - Present)
- Interviews prospective MBA candidates for Kellogg School of Management's admissions team (2018 - Present)

### EDUCATION

2016-2018	<b>KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY</b> <i>Master of Business Administration, Marketing</i> <ul style="list-style-type: none"><li>• Placed second in Northwestern's annual startup competition for creating a preventative maintenance platform</li><li>• Received 'Dean's Service Award' from Kellogg faculty for establishing a new student government position</li></ul>	Chicago, IL
2005-2009	<b>UNIVERSITY OF DAYTON</b> <i>Bachelor of Science, Marketing and Leadership</i> <ul style="list-style-type: none"><li>• Conducted 30 customer interviews for Pampers during Procter &amp; Gamble marketing internship</li></ul>	Dayton, OH