

Bradley J. (Woody) Bendle

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Strategic Business & Marketing Leader

SELECTED ACCOMPLISHMENTS

- As General Manager with full P&L responsibility, turned around a stagnant eCommerce business (payless.com); doubling revenues and achieved profitability within two years
- Reversed a four-year downward trend in new college savings account starts and total account funding by shifting marketing investment to measurable digital tactics, rebuilding the website, and optimizing for SEO while holding annual budget flat
- Developed and launched new CRM & Loyalty programs that delivered 5% (\$125MM+) of annual revenues for a global multi-unit / omni-channel retailer
- Generated \$14MM in incremental annual revenue by optimizing \$100MM+ marketing budget through the development and adoption of custom marketing mix models
- Accelerated the launch and success rate of new, award-winning, product lines and technologies by creating and leading the firm's Insight & Innovation center of excellence (COE)
- Drove incremental revenues and profits by designing, developing, deploying, and supporting a custom suite of customer-centric predictive business intelligence (BI) tools:
 - \$36MM profit increase by reducing stock outs and increasing product turns 15% by tailoring product allocation and inventory assortment
 - \$50MM in incremental annual profit with a proprietary dynamic pricing system
 - \$130MM in incremental new store revenues with a custom real estate GIS-based site selection system that improved new store success rate by more than 30%, reduced payback to under three years, and provided the confidence to accelerate new store openings by 66% annually

EXPERTISE

Business and Marketing Strategy / Planning
eCommerce / Omni-Channel Customer Experience
Consumer, Market & Competitive Insights
Customer Experience Strategy & Management
Customer Journey Optimization
Digital Transformation
Digital Marketing Automation and Optimization
B2C & B2B Digital and Linear Marketing
General Management & Operations
P&L Management / Financial Controls
Building & Leading High-Performance Teams
Continuous Process Improvement
Advanced / Predictive Analytics
Consumer Loyalty / Rewards Programs

PROFILE

A strategic and highly analytical consumer-centric business and marketing leader with broad industry experience spanning consumer products, eCommerce, multi-unit omnichannel retail, financial services, and entertainment. Deep expertise in business/marketing strategy and planning, B2C & B2B digital and linear marketing and mix optimization, digital transformation, customer experience strategy, consumer/client insights generation & activation, continuous improvement, and advanced predictive analytics.

A visionary and insightful leader who has helped organizations generate hundreds of millions in incremental revenues and profits by leveraging data and predictive analytics to generate insights that identify gaps in operational processes, value proposition, customer experience, and marketing mix; and develop/implement new capabilities, processes, products, and marketing programs to systematically close these gaps and accelerate profitable revenue growth.

PROFESSIONAL EXPERIENCE

Principal Consultant

Next Level Growth Strategies LLC

(2020 – Present)

Leawood, KS

Provide business and marketing strategy consulting services for organizations spanning a variety of verticals including, multi-unit retail & restaurant, consumer goods, digital marketing / advertising, consumer research, emerging AI / SaaS technology, and commercial construction / real estate development.

Vice President, Marketing Operations and Technology

American Century Investments

(2016 – 2020)

Kansas City, MO

Led B2C channel marketing for a multi-billion AUM retail business; ensuring the utilization of best practices to increase customer engagement and drive incremental business. As a result of several department reorganizations, assumed broader responsibilities for all channels (B2C, B2B, B2B2C) including marketing operations (MarTech), marketing strategy, budgeting, planning, reporting, analytics, project management, agency management, digital & linear media/advertising, PPC and SEO. Member of Privacy & IT Security Offices.

Sr. Global Director, CRM, Insights and Analytics

Director of Insights & Innovation

GM eCommerce

Payless ShoeSource / Collective Brands

(2003 – 2016)

Topeka, KS

Brought in by board of directors and charged with creating / leading new Consumer Insights and Customer Relationship Marketing functions that eventually became 5% of annual revenues. Assigned to lead strategic initiatives that required vision, cross-functional leadership and rapidly deliver new business value including turning around a stagnant eCommerce business – doubling revenues and achieving profitability within two years.

Vice President, Marketing Solutions and Customer Analytics

Director, Strategic Systems

Manager, Real Estate Analytics

Blockbuster, Inc.

(1995 – 2003)

Dallas, TX

Recruited and hired by Vice Chairman and charged with monetizing Blockbuster's global customer transactional database by identifying new growth opportunities through advanced predictive analytics. Promoted quickly with expanded responsibilities as a result of exceeding expectations and accelerating the delivery of incremental revenues and profits. Member of Form S-1 filing team.

BOARD & ADVISORY EXPERIENCE

Service Management Group (SMG) - Client Advisory Board

American Royal Association – Board, Executive Committee Member, Treasurer

Saddle & Sirloin Club – Board Chairman & President

Camps for Kids – Board Member

EDUCATION

Master of Science (MS) & Bachelor of Science (BS) - Economics

Florida State University, Tallahassee, FL