

## KEITH BRISCOE

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### CAREER SUMMARY

Marketing Communications leader with nearly 20 years of proven results in the financial services, technology and software/services sectors. Strategic, results-driven and focused on delivering high-return marketing programs targeting large enterprises, national accounts and small businesses. A creative thought leader with the ability to transform customer insights and industry trends into compelling content that drives customer conversion. Experienced corporate communications leader and mentor, with extensive experience managing corporate communications teams and diverse stakeholder audiences. Recognized for achievements in:

- High-return customer acquisition and lead generation, including cross-sell and retention programs
- Online and offline marketing campaign management, measurement and analytics
- Corporate and product brand management, including messaging and value propositions
- Quantitative and qualitative market research, including segmentation and competitive analysis
- Corporate communications: internal communications, financial/investor communications, PR & analyst relations
- Sales enablement and transformation programs, including channel and reseller marketing strategies
- Editorial and content development: Corporate magazines, case studies, executive speechwriting, solution collateral, white papers and presentations
- Management of global marketing strategies and cross-functional marketing, product, sales and account management teams

### PROFESSIONAL EXPERIENCE

#### **2008 – 2010    President, Brisk Marketing (Sole Proprietor) – Toronto, Ontario**

A full-service marketing communications and content development firm that helps clients identify and refine their competitive value propositions, clarify their target markets and deliver on integrated marketing programs that lead to higher return on investment.

[www.briskmarketing.ca](http://www.briskmarketing.ca).

**Clients include:** TD Bank, Davis + Henderson, BizAssist.com, Grand & Toy, Fidelity National Information Services, and the Canadian Council for Aboriginal Business.

#### **Results & Accomplishments**

- Developed a Linked-in sales and account management program for a major provider of office and technology solutions
- Lead content contributor and thought leader on BizAssist.com, a small business social network with more than 500,000 members – more than 100 small business marketing articles published
- Developed an in-depth ATM solutions product guide for a leading U.S. payment processor and technology company

#### **2008            Warrillow & Co., Director of Marketing & Community Relations – Toronto, Ontario**

A leading market analysis and research service for enterprise companies trying to effectively target and segment the SMB (Small and Medium Business) market. Acquired by Corporate Executive Board in 2009 (now called Enterprise Council for Small Business).

### **Position Summary**

Directed the development of research and best practices content for membership of 80 enterprise companies, including FedEx, Dell, Microsoft, IBM, Staples, Grand & Toy, Bank of America, Royal Bank of Canada, LinkedIn, Wachovia, BDC, HP, Cisco, Intuit and Capital One. Wrote and managed all marketing content deliverables, including white papers, industry segment analyses, e-newsletters, member communications and reports.

### **Results & Accomplishments**

- 25% increase in member content download and online member activity
- Grew opt-in database of 5000 Tier I enterprises to 6500 in less than 3 months
- Managed team of three market insight analysts, and directed research calendar and publication schedule
- Developed corporate branding and messaging standards to drive increased awareness and industry recognition

## **2003 - 2007 eFunds Corp., Director of U.S. Marketing – Toronto, ON & Scottsdale, AZ**

*One of the financial service industry's largest payment card software/services providers. Acquired by Fidelity National Information Services in 2007.*

### **Position Summary**

Directed all U.S. marketing strategy and integrated programs for the company's Enterprise Payments, Prepaid, and Risk Management divisions, accounting for USD \$400M in annual revenues. Managed Budget: USD \$2.5 M/annum, three direct reports.

### **Results & Accomplishments**

- Created integrated enterprise payments, debit, prepaid, ACH, loyalty, and fraud management demand generation campaigns that drove more than \$5M in new and recurring revenue in 2006-2007
- Built marketing and demand generation programs that helped the company maintain 8-10% year over year revenue growth, while ensuring less than 1% customer attrition
- Developed a major tradeshow creative campaign that won two industry awards and generated 170% increase in qualified leads; pre-show Analyst & Media roundtables attracted more than 25 key industry influencers
- Created and executed IBM partner marketing strategy to develop demand generation programs that produced 300+ qualified leads
- Launched and developed corporate payments magazine – *EFD Insight* – from industry readership of 3,000 to more than 12,000
- Led the development of new corporate positioning and EFD re-branding, resulting in 5% increase in industry share of voice
- Led client conference, user group and strategic advisory council planning (agenda development, attendee marketing, sponsorships, speaker sourcing and content strategy)
- Developed and maintained all online sales tools and web content portals
- Developed major thought leadership research study with leading industry analyst: *Transforming Transaction Data Into Business Insight*; research report downloaded by hundreds of customers, producing more than 25 Tier I financial institution leads; PR Briefing Summit Event attended by more than 10 Tier I Financial Services trade editors and journalists
- Won *2006 Sales Merit Assist Award*, for excellence in Marketing and Sales support

## **1998 - 2003 Oasis Technology Ltd., Director of Marketing – Toronto, Ontario**

*Leading open platform payment software provider for credit and debit card payment processing; customers in 80 countries. Acquired by eFunds Corporation in 2003.*

#### **Position Summary**

Planning, development and execution of global marketing communications and media relations activities. Management of the Marketing Communications team comprised of web development/webmaster, graphic design, writing, administrative, freelance resources and external vendors. Annual budget: \$1M, four direct reports.

#### **Results & Accomplishments**

- Led corporate and product marketing department that helped grow the company's revenues from \$12M in 1998 to \$22M in 2003
- Launched new solution brand and two new products that led to 5 high-profile customer deals in expanding market segment – \$3M in new revenues
- Directed all international Public Relations strategy and programs; major e-banking solution press launch resulted in front-page article in *Bank Technology News*; innovative merchant acquiring solution launch resulted in front-page coverage in *The Nilson Report*
- Directed all internal communications programs and campaigns, including: employee engagement, corporate restructuring, sales/KPI promotion, best practices programs, industry compliance, and business continuity planning
- Managed internal communications web portal and implemented content management strategy
- Briefed and media coached all executive spokespersons; led development of all CEO speeches, investor presentations and financial disclosures
- Launched and grew annual users conference, *Oasis Connection*, from 75 customer attendees in 1998 to 200+ customers from 35+ countries in 2000
- Created marketing programs that helped ensure customer retention rates above 99%
- Led acquisition marketing efforts that contributed to selection above other industry competitors; company sold for \$30M, meeting private equity investors' expectations
- Managed and wrote all financial disclosure and investor communications with Finance department, including publication of KPI investor briefs
- Managed and wrote all relevant Annual Report financial, product development and executive strategy content

### **1997 - 1998     The Bulldog Group, Senior Technical Communicator – Toronto, Ontario**

#### **Results & Accomplishments**

- User Interface development and documentation for Bulldog 2.0 Media Management software
- Development, implementation and writing of Nethelp-based online help
- Design, writing and editing of Bulldog 2.0 *Tutorial* and *System Administration Guide*

### **1991 - 1997     InContext Corporation, Senior Communications Writer – Toronto, Ontario**

#### **Position Summary**

Senior technology writer and e-marketing specialist in emerging Internet commerce and web site development industries.

#### **Results & Accomplishments**

- Conception, development, and writing of a 13-week online children's bedtime serial — *Jeffrey and the Secret Heartbeat* — which debuted November 7, 1996 on AOL

- Web page design and content authoring, including a wide range of Web-based tutorials, reviewer's guides, product documentation, press releases, product datasheets and brochures, online ad copy and creative work in both print and online media
- Technical Editor for *The Spider's Web*, an online Web page design magazine that established the company's industry credibility
- Media and stakeholder relations, including press release, quarterly report and annual report development
- Tradeshow demonstrations and development of Web authoring and design seminars

### **1991 - 1993 English Tutor, Self-employed – Toronto, Ontario**

#### **Results & Accomplishments**

- Tutor of students in grades 3 through 12
- Experience with a range of students with written and oral communication difficulties
- Assessed needs with students and developed goals in order to address needs; experience with small groups in addition to individual tutoring

## **EDUCATION & AWARDS**

### **The University of Toronto**

1991 – Master of Arts, Comparative Literature & Critical Theory

### **The University of Manitoba**

1988-1990 – Graduate Studies, English & Film Studies

1988 – Bachelor of Arts, Honours

1988 – Award: The Aikens Scholarship III for English

1987 – Award: The Rosa Brook Scholarship for English