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Mark L. Hansen
President & CEO
Dynamic Markets, Inc.
1000 Liberty St.
Philadelphia, PA 19089

Dear Mr. Hansen:

Are you in need of a **Chief Marketing Executive / Senior Marketing Executive** to define marketing strategies and drive implementation and execution?

As **Vice President / Marketing Director** for Peabody National Brands, I have partnered with world-class organizations and Fortune 1000 corporations to develop and lead breakthrough marketing strategies, drive implementation, and increase revenue and market share through advanced CRM implementations. Highlights include:

- **Luxury Cruises:** Led marketing strategies development and partnered with executives regarding the prioritization, refinement, and introduction of new products and services, including a new sub-brand of small cruise ships and a new generation of ocean liners. Drove strategy implementation to transform product-centric approach to targeted online/offline CRM programs.
- **CIM Broadband-Consumer Long Distance-Business Customer Target Marketing:** Led website strategy development and restaging, eCRM readiness assessment, integration of online/ off-line customer acquisitions programs, database segmentation, and customer valuation.
- **OEM Enterprise Web Management-LG Electronics-ICM North America:** Coordinated strategy development and implementation for e-commerce channel migration, created innovative lead-generation and branding programs, and orchestrated several successful new product launches.
- **American Express Travel-Related Services Company:** Managed programs for cardmember acquisition/ retention, Service Establishment Marketing, and Cardmember Financial Services Divisions.

While secure in my current position, I am confidentially investigation greater challenges. If you have a need for a Marketing Executive, I would welcome the opportunity to speak with you and will follow up next week to schedule a personal interview. Thank you.

Sincerely,

Kelly R. Wilson