

Gregory B. Pogue

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EXECUTIVE PROFILE

MBA graduate with a proven track record in strategically building brands and selling them to both consumer and corporate audiences. 18-plus years of developing and executing strategic initiatives in marketing, product development, and corporate sponsorship with high-profile, world-renowned brands – creating cross-channel consumer products & experiences on local, regional, national, and global levels that have set unprecedented levels in consumer engagement, brand reach, and revenue.

CORE COMPETENCIES

Brand Strategy	Sports & Entertainment Marketing	Media & Digital Strategy	Licensing	Music
Sponsorship Operations	Talent Management	Online Advertising	Merchandising	Television
Account Management	Event Management	Analytics & Data Metrics	Ticketing	Non-Profit
Product Management	Corporate Hospitality	International Development	Consulting	CRM

EXPERIENCE

PayPal, Inc. 2011-present

Global Lead – Product Strategy and Customer Experience

Drive the development and adoption of **PayPal's proprietary B2C (PayPal Credit®) and B2B (PayPal Working Capital®) credit product portfolio** that anchors PayPal's merchant- and consumer-facing value propositions while generating over \$500 million in combined annual revenue. Responsibilities include:

PayPal Working Capital®:

- Design and Execution of **PayPal Working Capital® global, online customer experience**, facilitating over 160,00 loans and \$204 million in revenue since its inception across **North American, EMEA, and APAC regions**
 - **Data-driven** experience designed by leveraging **in-market data analysis, controlled focus group sessions, quantitative research, and subject matter expertise.**
- Development of **short- and long-term product strategy**— blending customer needs with executive objectives

PayPal Credit®

- Creation of the **PayPal.com roadmap**, defining how PayPal talks about PayPal Credit via its primary consumer communication channel – **doubling desktop engagement**, while building **new tablet and mobile audiences**
- Growth and Adoption of PayPal-powered **merchant marketing tools** – generating **20% increases** in total merchant sales, **30% increases** in PayPal adoption, and **80% increases** in **PayPal Credit®** applications
- Definition of **Global Consumer Expansion Strategy of PayPal Credit®**
 - Led market analysis, product definition, and go-to-market strategies that drove 8-country expansion effort

Greg Pogue Marketing Consulting Services 2008-2011

Principal Consultant

Services in **brand strategy; business development; sponsorship operations; marketing & advertising; non-profit development; and program management.** Full client list and reference available upon request. Select results include:

- **Brand strategy** -- refining mission statements & re-aligning organizational initiatives to maximize market penetration
- **Sponsorship strategy** – creating new sponsorship models and outreach strategies, doubling revenue potential
- **Marketing & Business development** – in-market marketing strategy activation, maximizing program reach & revenue

Dick Clark Productions (a Red Zone Entertainment Property) 2007-2008

Director of Marketing

Led marketing, business development, and sponsorship efforts for DCP properties, including three Top 10 Award Shows and the day's highest rated summer television series:

- The American Music Awards
- The Golden Globes
- Dick Clark's New Year's Rockin' Eve
- The Academy of Country Music Awards
- So You Think You Can Dance

Worked side-by-side with company CEO, with primary responsibilities including:

- Development of **company brand strategy** -- adding strategic partnerships and promotional platforms; maximizing licensing revenue; and managing network relationships for each DCP property
- Creating company **digital strategy**, adding the brand's first online broadcast **microsites, live streaming events, and social media campaigns** -- generating unprecedented promotional platforms, brand extensions, sponsorship inventory, and licensing opportunities.
- Leading firm **marketing strategy** efforts, including **TV, radio, print, outdoor, and online media buys.**
- Procurement/ execution of **sponsorship & hospitality programs, representing over \$10 mil in annual revenue**
- Major **award show event management** – Overseeing all non-production elements, including shoulder events (such as red carpet and post-party concepts) that triggered future programming opportunities
- Led business development activities, including **ticketing and merchandising programs that tripled and doubled previous year revenue, respectively**

The Washington Redskins (a Red Zone Entertainment Property)	2006-2007
Senior Manager, Marketing and Client Services	

Developed & executed **marketing platforms & sponsorship programs** for the world's **3rd most valuable sports franchise**

- Built platforms to **create franchise marketing channels** and **sponsorship inventory**. Platform features included:
 - **Cross-channel campaigns**, featuring television, In-Stadium, Online, Radio, Special Events, Hospitality, and Retail Integration. Program highlights include:
 - A year-round **Health and Wellness program**, featuring **community events** and a customized **print publication** with a circulation of **over 200,000**
 - A **weekend fan festival** produced in partnership with the Virginia Beach Community
 - A season-long **interactive digital campaign**, celebrating the team's history and legacy
- Managed the **procurement and execution** of **key accounts** of the team's **\$40million+ sponsorship portfolio**:
 - Built strong **value propositions** and **client relationships**— leading to **long-term** partnerships
 - Grew **strategic partnerships**, gaining the organization **new marketing outlets in print, radio, digital, television, and event-marketing media channels**

SFX Sports Group	2004-2006
Marketing Manager	

Managed the **"off-the-court" partnerships** for clients of SFX Sports, the world's largest athlete representation firm, consisting of **over 200 athletes of the NBA, MLB, and the NFL**

- Procured and executed **local, national, and global corporate marketing programs** for SFX clients
- Managed **philanthropic efforts** of client's **charitable foundation activities** and interests

FreeMarkets, inc.	2002-2003
Sales and Marketing Product Planner	

Drove the **product planning and support strategy** of the company's internal sales and marketing department, supporting all firm business practices and objectives

PricewaterhouseCoopers, LLC	1999-2002
Management Consultant	

Recognized as a **top consultant** within East Coast MCS – Information, Communications, and Entertainment division

Led product implementation and enhancement projects for the **Sales and Marketing divisions of a variety of key telecommunication clients**, whose portfolios ranged from **start-up to Fortune 500**.

EDUCATION

The George Washington University	Spring 2006
MBA	

- Graduated **Summa Cum Laude**
- Beta Gamma Sigma **International Honor Society**
- Received '**Best in Class**' Recognition for '**Atlantic 10 ShootOut**' **Practical Marketing Case Study**
- Completed **on-site International Sports** practicum at **2004 Summer Olympic Games in Athens, Greece**

Bucknell University	Spring 1999
BS Computer Science Engineering, Mathematics Minor	

- Graduated **Cum Laude**
- Sports Writer, The Bucknellian, Campus Newspaper