

# **Beverly C. Campbell**

Charlotte, NC

612-859-2477

[bevcampbell926@yahoo.com](mailto:bevcampbell926@yahoo.com)

<https://www.linkedin.com/in/beverlycampbell/>

[www.bevcampbell.net](http://www.bevcampbell.net)

## **SENIOR MARKETING EXECUTIVE**

Demonstrated track record for developing and leading new initiatives for brand building and product launch. Innovative leader with a focus on understanding consumer needs, creating a positive and integrated user experience, and generating strong ROI. Deep experience in spearheading developing departments and bringing a wide variety of functional areas together to succeed as a team. Proven effective liaison and communicator with external and internal enterprise partners. Analytical in nature; agile with work delivery that identifies new avenues for growth and development including hands-on leadership and direction.

Areas of expertise include: product development, brand development, cross-functional leadership, marketing strategy/planning, business strategy, team development, retention, new initiative leadership and P&L Management.

## **PROFESSIONAL BACKGROUND**

**METROPOLITAN LIFE INSURANCE COMPANY (METLIFE),** Charlotte, NC

**2015 - 2018**

US Direct Division selling individual products to the consumer through digital and print marketing channels.

**Vice President, Direct to Consumer, 2017 – 2018**

**Vice President, Product, Insights and Analytics, 2016 – 2017**

**Vice President, Product Development and Management, 2015 – 2016**

Full accountability for the US Direct P&L. Responsible for integration of US Direct supporting functions: Insights & Analytics, Product Development/Management, Product Governance, Forecasting and Budgeting, Vendor Relationship Management, Call Center Management, Servicing Operations, Data Management and Governance, Actuarial, Compliance and Quality Assurance and the business PMO.

- Led marketing planning activities for the Direct to Consumer business including revenue, policy count, digital media spend, CRM investment, research, testing and project expense allocations.
- Guided research activities for new product development and product messaging resulting in successful new product market introduction to target segments.
- Challenged by interim head of US business to think differently when measuring piloting success. Clearly defining the hypothesis, objectives and KPIs upfront, created focus for each pilot allowing us to bring pilots up in 90 - 120 days.
- Improved divisional earnings by 67% and cut operating expenses by 30% through divisional reorganization, marketing performance and expense management.
- Led May 2017 deployment of MetLife Rapid Term, an innovative product with fully automated underwriting. The product exceeded marketing and product performance for all pilot P&L KPI's and was on target to achieve target pricing assumptions within 18 months.
- Participated in several enterprise level projects innovating processes within the organization including global new product development process. The US Direct development process served as the foundation for the global process.
- Led and guided the full cross-functional Direct team in the shift from waterfall project management to Scaled Agile methodology. Served as Product Manager for first Program Iteration.
- Proposed, gained approval and led development and launch for innovative transactional insurance product challenging standard pricing beliefs garnering early approval in a few target states.

**BLUESTEM BRANDS, INC.,** Eden Prairie, MN**2006 - 2015**

Headquartered in suburban Minneapolis, Bluestem is the parent company to 13 dynamic eCommerce retail brands generating approximately \$2B in sales each year. Fingerhut is its flagship brand.

**General Manager and Brand Leader, PayCheck Direct, 2011 – 2015**

Developed B2B and ecommerce websites with beta launch in less than six months from project assignment. Recruited staff and executed against the initial business plan. Developed a long-term business plan that served as the future roadmap including potential international expansion.

- Selected by the CEO to launch PayCheck Direct, an ecommerce retail brand in the employee benefits space. Led development of a solution that launched in time for Black Friday with functioning B2C and B2B websites for under \$400,000.
- Challenged to scope overall project for minimally viable product construct and minimally viable functionality for the launch. As a credit issuer, functionality needed to be compliant with all the regulations without over-building for pilot, plus code needed to be reusable for rollout. Successfully achieved both objectives with the pilot build.
- Used analytics and insights to develop optimized mix of print and digital media to support brand awareness with benefits brokers, employers and employees incorporating credit risk, demographic and purchase behavior attributes. Resulted in signing over 70 clients, partnering with 30 key brokers, averaging a 7.5% purchase rate with an average purchase of \$600 and a 70%+ repurchase rate among employees.
- Post-launch led development of comprehensive add-on strategy improving items per order by 15%.
- Recruited start-up staff and executed against pilot business plan. Guided sales and account management teams in the launch of over 70 clients following national deployment. The brand met its revenue targets and was fastest growing brand within Bluestem on track to generate \$100MM in sales revenue.

**Vice President, Value Added Services and Hispanic, 2006 – 2011**

Led marketing and targeting activity for all external partner marketing to the Fingerhut customer portfolio. Developed and led installation of updated debt protection product for Gettington.com and Fingerhut credit account portfolios. Oversaw upsell/cross-sell and order recovery functions doubling current results. Managed third party partners through product development process to create customized products for the Fingerhut brand.

- Built and launched six customized products using insights from research and analytics successfully replacing traditional commodity products. Negotiated contracts and managed the partner relationships supporting these products including segmentation and targeting activities for marketing and contact management.
- Exported outbound corporate telemarketing initiatives to third party partners to ensure flexible and nimble response to changing market and compliance requirements.
- Launched Hispanic marketing initiative in 2010 with full website and catalog translations utilizing cultural insights garnered through research and infield experience at multiple retailers in the Hispanic community.
- Owned P&L management and marketing strategy for revenue generation through ancillary product offers to the Fingerhut and Gettington.com customer bases including debt protection, warranty and third-party insurance and membership products.
- Grew the revenue from \$1.7MM in 2006 to over \$50MM in 2011.

**AMTRUST FINANCIAL SERVICES, INC.****2004 - 2006**

(formerly CPP North America and Metris Companies Enhancement Services), St. Louis Park, MN

A multinational property and casualty insurer specializing in coverage for small to mid-sized businesses.

**Vice President, Account Management, Acquisition Marketing and Sales, 2004-2006****Vice President, Account Management and Marketing, 2003 – 2004****Vice President, Account Management, 2001 – 2003**

Led strategic team to develop business strategy for existing business markets to include product consolidation, pricing revamping and product enhancements to meet market demand. Effectively worked with finance team to drive current and future years' forecasting initiatives.

**Amtrust Financial Services, Inc. (continued)**

- Managed marketing launch of two new product initiatives for CPP.
- Led planning activity for marketing, channel distribution and CRM for the CPP US organization.
- Created opportunities for sales and account management to work together to execute the sales plan by aligning account managers' goals to include business development objectives.
- Created and implemented an incentive compensation structure to provide high bonus incentives for both the account management and sales teams participating in sales and business development initiatives.
- Assumed interim responsibility for managing sales team, and development and execution of the sales plan following consolidation of senior management layers including leading and participating in sales and client presentations and strategic discussions.

**MASS MARKETING INSURANCE GROUP, Berwyn, PA****1987 - 2001**

Consultative company specializing in marketing and developing direct to consumer insurance products.

**Various Account Manager to Senior Vice President**

Led initiatives driving the growth of a \$600MM in-force block of A&H insurance underwritten by JCPenney Financial Services, Inc. Managed the growth and development of more than 35 national account relationships including top ten credit issuers, retailers and oil companies. Concepted and developed a retention program for Citigroup debt cancellation program nearly doubling existing retention rates.

**PRIOR RELATED EXPERIENCE****AIG MARKETING, INC., Account Management****UNION FIDELITY LIFE INSURANCE COMPANY, Actuarial Student and Intern****EDUCATION****Bachelor of Science in Mathematics – Emphasis in Actuarial Science**

Lebanon Valley College, Annville, PA

**Digital Marketing Certificate Program, Cornell University, S.C. Johnson School of Business****Certificate in Design Thinking Foundations – IDEO U**

In progress

**CERTIFICATIONS**

North Carolina Life and Health resident licenses

SAFe®4 Teams Agile certified practitioner

**ORGANIZATIONS**

Formerly, executive sponsor Women's Business Network – MetLife Charlotte Campus

American Corporate Partners (ACP) – Mentor former military personnel as they enter the workforce