

Jane Stout

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106 Hartsdale Avenue
White Plains, NY 10606

Strategic Marketing & Operations Executive

Operations leader who progressively grew a \$30 million-dollar experiential marketing company, as well as effectively established a reputation for innovative change management solutions and earned the respect of clients and staff. Core competencies in corporate governance, operations management, marketing plans and strategies, culture cultivation, corporate vision/strategic planning, profit and loss management, contract negotiation and closing and systems and cost improvements. Innovative leader is duly recognized for excellence in strategic planning, merger and integration strategy, P & L management, human resource development, recruitment and training, compensation structuring and team building. Thrives in demanding and challenging environments.

- ✦ Corporate Vision & Strategic Planning
- ✦ Executive & Staff Coaching
- ✦ Client Management
- ✦ Merger & Integration Strategy
- ✦ New Business Strategies
- ✦ Strategic Marketing & Sales Performance
- ✦ Start-Up Expertise
- ✦ Leadership & Change Management
- ✦ Profit & Loss Management
- ✦ Training & Development
- ✦ Systems & Cost Savings Improvements
- ✦ Compensation Structuring
- ✦ Recruiting/Retention & Team Building
- ✦ General Operation Management

Professional Experience

Business Operations & Marketing Consulting

July 2010 – Present

White Plains/New York, NY

As a senior executive with experience in both traditional and digital marketing solutions, I am an executive who possesses the experience and capabilities of taking a company to its next level of growth or resolving deficiencies that impede its ability to grow.

I improve performance through the analysis of the existing business structure and current business challenges, providing innovative solutions which will result in measurable performance improvements and lead to increased margins and ease of operations.

Fenton Communications

Aug 2016 – June 2017

New York, NY

Vice President, Operations

- ✦ Responsible for building and maintaining the “backbone” of the agency allowing for the effective and efficient functionality of the client service teams.
- ✦ Oversight of the HR, IT and facilities/office management functions.
- ✦ Delivery and integration of multiple functional platform changes impacting across the organization including Expensify, Salesforce and Egencia.

- ✦ Development of project management tool, integrated with the accounting system, which included creating and managing plans to include roadmaps, milestones, resources and budget.
- ✦ Oversight of employee policies and procedures and ensuring they supported the business strategy and complied with longer term planning goals.
- ✦ Launch of overall staff development plan which included career pathing, internal professional training, revised job descriptions, balanced scorecard bonus system and creation of standardized review process along with SMART goals system.
- ✦ Creation and implementation of robust onboarding process.
- ✦ Development and launch of first every agency purchase order process.
- ✦ Relaunch of agency internal newsletter.
- ✦ Source, hire and manage staff.
- ✦ Legal point of contact and overall supervision of all agency contracts.

Britton Marketing & Design
Fort Wayne, IN & New York, NY

Jan 2014– Nov 2014

Chief Operating Officer

- ✦ Lead the planning, development, implementation and evaluation of strategic business and performance goals, short and long-term objectives, plans, budgets, programs and policies.
- ✦ Collaborate with Partners to create plans and forecasts for annual and monthly demand forecasting.
- ✦ Establish yearly operating forecast.
- ✦ Responsible for 8M P & L.
- ✦ Lead the planning and formulation of the organization's policies and practices.
- ✦ Analysis of compensation plans and structure.
- ✦ Provide day-to-day leadership and management oversight to all departments.
- ✦ Maintain and monitor staffing, expenditures, and resource management to fulfill organizational requirements.
- ✦ Provide operational guidance in analyzing and appraising the effectiveness or organizational operations.
- ✦ Oversee and adjust organization's processes and operations as necessary to ensure efficient and effective execution of policies and procedures.
- ✦ Source, hire and manage staff.
- ✦ Develop integrated marketing solutions platform.

C2 Creative, LLC (now Go! Experience Design) – An Omnicom Group Company Sept 1997 – July 2010
New York, NY

Chief Operating Officer (Jan 2006 – July 2010)

In my roles, I progressively grew C2 from a \$3M agency to a \$30M+ agency (tripling its growth in three years); working in both traditional media (print, video, live events) and digital.

- ✦ Planned, directed and evaluated all day-to-day operations of a leading New York-based engagement marketing firm; responsible for 30M P & L.
- ✦ Hired and managed a staff of 75 employees assigned in two office locations: New York City and Washington, D.C.
- ✦ Developed and maintained long-term relationships with clients; conducted strategic planning and execution of promotions and launches.
- ✦ Structured a marketing and sales department as well as established Account Executive roles; created numerous positions to assist senior managers in reaching corporate goals.

- ✦ Led the successful merger and integration of A Vista Events operations and production into C2 Creative's operations and productions.
- ✦ Developed and established an in-house HR department and structured all compensation plans, commission structures and bonuses; supervised all Department Heads.
- ✦ Reorganized production, interactive and creative departments, making them scalable to meet the challenges of economic times.
- ✦ Conducted monthly reviews of revenue trackers and sales pipelines; collaborated directly with CEO and CFO to strategically plan, forecast and review quarterly/yearly results.
- ✦ Devised operational process/cost savings improvements; directed short term and long-term planning; established performance and departmental goals, as well as resource allocations.
- ✦ Addressed all legal issues as they arose; ensured corporate vision and culture were recognized and executed.

Senior Vice President of Operations & Marketing (Jan 2002 – Jan 2006)

- ✦ Conceptualized and realized a standard project management methodology that increased staff utilization by 16%.
- ✦ Achieved increased efficiencies and margins through implementing revamped SOWs, Change Orders, Financial Reporting and Status Reports.
- ✦ Rolled out new process, tools and templates to project management, account teams and accounting.
- ✦ Established bi-monthly project financial review meetings; restructured Interactive Department, integrated existing staff into traditional production projects.
- ✦ Managed 50 staff and 20 to 30 freelancers; facilitated conflict management solutions as well as resource allocations.
- ✦ Devised and established in-house video capabilities, including onsite editing suites and house editor.
- ✦ Oversaw all events and meetings, including Upfronts.

Director Operations & Production (June 1998 – Jan 2002)

- ✦ Led integration and successful transition of C2 Creative into the Omnicom Group; managed all aspects of bankruptcy; oversaw office move and development of new infrastructure.
- ✦ Ensured that vendor relations remained intact; renegotiated rates with all outside resources; established supply schedules that promote more streamlined operations.
- ✦ Structured and built from the ground up design, creative, accounting and IT departments; devised and implemented more efficient collections processes and procedures.
- ✦ Developed a comprehensive freelance database for more organized storage and retrieval of contact and project information.
- ✦ Ensured quality control through directly supervising all projects; prepared budgets for all projects ranging from live meetings, tradeshow, videos and print.

Project Producer (Sept 1997 – June 1998)

- ✦ Oversaw development details of live events, tradeshow, presentations videos and print from budget planning to execution.
- ✦ Prepared estimates and composed proposals covering project objectives, scope, execution plan and costs.
- ✦ Directed project management and the fulfillment of daily job activities and studio needs expected of other departments.
- ✦ Coordinated job scheduling and staff resources; supported efficient workflow management; Delivery of projects, on-budget & on-time.
- ✦ Monitored job expenses; ensured timely billing and monitoring of accounts receivable; primary contact of printers, producers, copywriters, proofreaders and outside resources.

Additional Television Promotion & Marketing Experience

WBIS (S+) TV31

New York, NY

Creative Services Promotion Manager

Jan 1996 – July 1997

FOX 5 WNYW

New York, NY

Creative Services Assistant Promotion Manager

1988 – 1996

E d u c a t i o n

Indiana University, Bloomington, IN, Bachelor of Arts in Theatre and Drama, Major in Directing