



EMMA STAMM

SENIOR MARKETING, SALES, AND INNOVATION EXECUTIVE

414-587-3662 | EmmaLizStamm@gmail.com | Oconomowoc, WI

PROFESSIONAL SUMMARY

Leader with a passion for solving complex problems through generating and communicating an exciting vision, collaborating with cross functional teams, and leveraging integrated technology stacks. Unique ability to paint compelling picture of where an organization needs to go while also building and executing against the roadmap to get there. A scrappy, start-up work style with a drive to win at all things. Looking to bring my winning record and exceptional passion for success to my next role by contributing at the highest levels of an organization.

EXPERIENCE

Gustave A. Larson Co - \$450M distributor, 55 retail locations, HVAC Market

Head - Sales Enablement, Marketing Services & Solutions

11/2021 - May 2024

- Lead services & solutions group tasked with supporting dealer development through inventory management, profitability coaching, software consultation, hiring, and more.
- Lead marketing management team including ecommerce, design, content, & strategy groups.
- Crafted online business calculators for both internal and external use, significantly contributing to customer onboarding, business profitability, & facilitating customer coaching conversations. (breakeven analysis, true cost of a technician exercise, service agreement costing tool, repair vs replace, parts markup, add-on sale impact)
- Conducted more than 50 customer development conversations in the initial six months, strategically identifying market needs, service gaps, and ensuring a strong product-market fit for new solutions
- Revitalized B2B social media strategy through A/B testing, platform-based goal setting, & establishment of key performance indicators (KPIs). Achieved \$100k in revenue from Facebook, 8% increase in LinkedIn followers in the first 4 months.
- Drove a significant improvement in local store Google Business Profiles' SEO, securing top-three search spots for over 40 store locations nationwide.
- Initiated and executed two pioneering pilot programs focused on IoT preventative maintenance & talent acquisition within the first 12 months. Programs were informed by customer development and voice of market research.
- Developed & executed comprehensive roadmaps for e-commerce strategy and sales enablement, fostering clarity, direction, & unprecedented success.
- Spearheaded strategic transformation, migrating from Salesforce CRM and Pardot Marketing Automation to the HubSpot platform. Oversaw entire process, from platform selection & ERP field mapping to integration, instance build-out, organizational training, & documentation.
- Launched Google Ads campaigns resulting in a remarkable threefold increase in purchase conversions (visits to purchases) on the e-commerce website within the initial 90 days.

EDUCATION

- MBA - Business Management & Analytics
- BA - Business Administration & Marketing

SKILLS

- 11 years Foodservice Equipment
- 10 years Leadership
- 10 years C-Suite Collaboration
- 8 years Product
- 5 years Marketing

PROGRAMS

- AutoQuotes
- HubSpot, Salesforce, Dynamics (CRM)
- HubSpot, Marketo, Pardot (Marketing Automation)
- BI Tools
- Google Analytics
- Google AdWords
- Google Generative AI
- Excel

FOODSERVICE EVENTS

- 9 NRAs
- 8 SNA ANCs
- 5 NAFEM Conferences
- 3 MAFSI Conferences
- Buying Group Meetings (CPG, SEFA, Pride, NAFED, ABC)



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EXPERIENCE

Sandstone Group - Lakeside Manufacturing, Multiteria, Geneva Designs, Alluserv

05/2011 - 11/2021

Director of Marketing Promotion Jan 2020

- Direct all marketing strategies for the enterprise including identifying new market opportunities, technology selection & implementation, product portfolio gaps, competitive positioning, & growth accountability.
- Increased website conversions by over 1500% resulting in \$862k in new business opportunities.
- Increased Marketo leads by over 615% resulting in \$2.5M in new business opportunities.
- Led marketing & product teams along with several marketing agencies for content, SEO, website development, & graphic design.
- Schedule and attend business development meetings with key growth accounts leading to new partnerships and \$250k in new business in first 2 months.
- Primary training resource within the company, including onsite at customer locations & representing the organizations at tradeshow.
- Budget management, forecasting, & ROI reporting.

Senior Marketing Manager Promotion Feb 2019

- Increased domain authority over 100% in first 12 months.
- Customer journey mapping and crafted buyer personas.
- Implemented Marketing automation platform for scale & success including Microsoft Dynamics CRM integration, infrastructure processes, & organizational training.
- Brought marketing campaign information along with costs and associated activities into Dynamics CRM for project management across associated departmental functions.
- Develop A/B testing roadmap for emails, landing pages, & display ads to create best practices documentation.
- Analyze, interpret, and report on marketing efforts and adjust strategy to drive engagement

Associate Product Manager Promotion July 2017

- Launched product that became top 25 revenue producer in years 1 & 2 and top 10 in year 3 (2019).
- Leveraged custom & modified product sales from introduction to market in 2014 to over \$3M in 2018 with average YOY growth of 44%.
- Built new product development process with agile methodologies and voice of customer focus.
- Full overhaul of product family assignments to allow for accurate & actionable analysis.
- Managed project that redesigned and published new websites for 5 brands.



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Customer Service & Product Support Manager Promotion Oct 2015

- Product portfolio management
- Developed, documented, & trained enterprise on new sales pipeline reporting and nurturing processes in CRM system
- Created service and warranty team and processes that leveraged technology to report on valuable datasets and would go on to implement ISO 9000:2015 standards and save over \$250,000 in year 1.
- Managed team and reported on Accounts Receivable for organization, reducing overall days outstanding by 37% within 6 months through custom-built automated processes within ERP system (JD Edwards).

Customer Service Team Leader Promotion Jan 2013

Account Executive Hired May 2011

EDUCATION, CERTIFICATIONS, & MEMBERSHIPS

2023: Carroll University | Master of Business Management (MBA), emphasis in Management & Business Analytics

2020: Concordia University | Bachelor's Degree, Business Mgmt, Minor in Marketing – Summa Cum Laude

2021 - Present: WHVACR Active Member, mentor

2024: HubSpot Marketing Certification

2024: Google Introduction to Generative AI

2023: Google Analytics GA4

2019: Google Analytics Universal | Beginner & Advanced Certified

2019: Google AdWords | Advanced Certified

2017-2019: Paranet Product Management Advisory Council | Milwaukee, WI

2017: Karrass Effective Negotiator Certification | San Francisco, CA

2015: New Product Development Certificate | UW-Madison School of Business, Center for Professional Studies & Executive Development

2015: Product Manager Imperatives Certificate | UW-Madison School of Business, Center for Professional Studies & Executive Development

2013: Principles of Leadership Excellence Certificate Series | MRA Institute of Management