

# Tim Segard

Experienced Marketing Leader

## CONTACT INFO

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Senior Marketing Director with experience in all phases including: print, digital, television advertising, trade show promotions, media buying, analytics, and team leadership.

## EXPERIENCE

### AT&T Broadband/MediaOne (AT&T acquired MediOne)

1997 TO 2002

#### Internet Marketing Management

Marketing lead for a division-wide initiative to encourage customers to sign up for all bundled services (Cable, Internet, Phone) online. Before that project, the average cost of customer acquisition was \$30. After we automated the average cost dropped to \$5 saving the company millions. Responsible for buying and tracking performance of Internet advertising. One of two regional employees selected to participate in the University of Colorado Executive MBA program. Selected to guest lecture on Internet and email marketing after graduation.

Responsible for the marketing strategy and promotion of consumer cable modem Internet service for the third largest cable system in the US. Managed advertising inventory and placement on subscriber content pages. Served on the board of the Cable Broadband Forum as Secretary/Treasurer. The Cable Broadband Forum is an industry advocacy group that promotes the expansion and adoption of broadband Internet access through the cable TV infrastructure.

### The Lampo Group (Dave Ramsey)

JULY 2004 TO FEBRUARY 2014

#### International & Government Director of Marketing

Led marketing teams responsible for all aspects of marketing including print materials, digital, broadcast advertising, trade show promotion, and video promotional materials. Worked with business unit leaders to establish business goals and create the marketing vision. Created strategic marketing programs to achieve business objectives. Saved over \$100,000 with successful media buy negotiations and developed systems to track sales. Use customer data to maximize our message impact in the marketplace. I was part of the leadership team that grew Dave Ramsey's brand and products from a small, regional radio host and author to the country's leading expert on personal finance.

### iUniverse

JULY 2002 TO FEBRUARY 2004

#### Marketing Director

Developed all phases of marketing including online and offline marketing strategy, customer acquisition, book marketing and author promotion. Created new publishing products to increase author visibility and success. Managed the marketing relationships between the publisher and the author by supervising the creation of back cover copy for books, creating and organizing the company's participation in book shows across the country and by creating promotional and marketing plans to attract new groups of authors. Led all company marketing teams and book marketing services for individual authors. Tracked advertising and promotional metrics by developing systems to measure the effectiveness of advertising campaigns and developed new products to improve book sales.

### U S WEST Direct

Various Sales and Marketing Positions

Managed a sales team responsible for selling consumer information products to businesses throughout the country. Lead a team that was responsible for documenting and analyzing the production process for a directory product and made recommendations to improve the accuracy and efficiency of the process. The recommendations resulted in a streamlined process that shortened the time to market of the product by over a month. Managed marketing communications to a network of national yellow page sales agencies. Responsible for design and creation of marketing strategy and materials. Consistently exceeded marketing goals by creating innovative solutions to providing sales information for over 300 directories in a 14 state area. Produced the first online media kit for the yellow page sales saving over \$300,000 in printing and shipping costs.

EDUCATION

University of Colorado

1995 TO 1997

MBA

University of Nebraska, Kearney

1982 TO 1987

Bachelor of Science Business Administration

SKILLS

Marketing Strategy, Online Marketing, Advertising, Marketing Communications, Email Marketing, Marketing, Market Research, Social Media, Online Advertising, Event Planning, Strategic Planning, Public Relations, Public Speaking, E-commerce, Product Developm