

BILL WINKELMAN

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Mercer Island, WA 98040 • () - •

PROGRAM MANAGEMENT, MARKETING & OPERATIONS

Experienced, analytical, compassionate marketing and management leader with extensive cross-functional experience in retail, software, communications, and nonprofits.

WORK EXPERIENCE

Wink Loyalty, Mercer Island, WA 2009 – Present
Program, marketing, and strategy consulting service for non-profits, multi-channel retailers, hosted software/SaaS providers, content syndicators, telecommunications, and payments providers.

Principal Consultant - Selected Engagements

- Consulted with University of Pennsylvania's admissions department to improve alumni interview program including member recruitment, engagement, and retention. Spearheaded first national conference to share best management practices throughout member and applicant lifecycles.
- 501 Commons Executive Service Corps consultant experienced with volunteer management, program management, impact measurement, fundraising, and technology assessment and utilization. Assignments include FareStart, Little Bit Therapeutic Riding Center, The Food Bank @ St. Mary's, Washington Poison Center, and Imagine Housing.
- Developed programming strategy, learning plans, sourcing for online mental health services provider including videos, articles, webcasts, and partnerships to distribute original content.
- Built detailed business plan and go-to-market strategy for mobile loyalty and rewards program. Advised company on patent strategy, business partnerships, and delivery models.
- Acting Vice President, Marketing, Sales, and Business Development for Nirvaha, a SaaS provider of sales quoting and commission software.

Avanti Markets – BYNDL, Bellevue, WA 2011 – 2013, 2015 – 2016

Avanti Markets is the leading POS software provider for the Micro Markets industry with 5,000+ self-service locations and 400 operators using Avanti to run their operations.

Head of Product Management

Managed product strategy, roadmaps, feature development, analytics, and channel marketing for rewards, payments, promotions, reporting, and inventory modules using agile methodology.

- Spearheaded re-write of Avanti's promotions and loyalty modules to upgrade capabilities including syndicated offers and web self-service. Forecasted 50% increase in operator adoption.
- Revamped Avanti's kiosk based consumer registration process to drive projected 100% increase in net new web and mobile profiles.
- Triaged and led re-certification of cloud based payments application to support PCI compliance including centralized error handling, enhanced reporting, and offline credit optimization.
- Founding member of BYNDL, a mobile payments and customer engagement software platform targeting unattended retail. Purchased by Avanti Markets in 2015.

j2 Global Communications, Los Angeles, CA 2008 – 2009
\$700MM provider of cloud-based communications services eFax, eVoice, Campaigner and Onebox.

Director of Customer Relationship Marketing & Analytics

Created, staffed, and managed CRM and Marketing Analysis departments to optimize 11MM accounts. Responsible for eFax Corporate and eFax Free demand generation, customer retention, and churn.

- Improved \$20 million marketing ROI by 14% through operational enhancements and analytics that tied campaign data, site analytics, and firmographics through expected lifetime value.
- Boosted Free to Paid conversion by 100% through multi-channel campaigns and enhanced targeting.
- Developed new billing systems to optimize recurring payment collections—operational customer churn decreased by 10%.
- Expanded average lifetime value of Voice subscriptions by 25% through revamped onboarding program, targeted upgrade offers based on customer behavior and implementation of consultative sales strategy throughout customer lifecycle.
- Led development of the company's first global customer database.

Microsoft Corporation, Redmond, WA
Global software and services leader.

2005 – 2007

Group Marketing Manager, US Developer Marketing

Managed demand generation, lead nurturing, customer retention, content strategy, customer satisfaction and marketing research. Directed \$8MM agency budget and all online and offline channels.

- Re-structured marketing from product to audience segment focus. Recruited, managed, and coached team responsible for key audience segments.
- Developed segment level content, marketing and on-boarding strategy that improved new profile engagement by 30%—adopted globally as best practice.
- Doubled annual number of unique developer engagements—with a 43% decrease in cost/engagement.
- Increased MSDN.com traffic views by 35% with 30% improvement in conversion rates, through targeted online marketing, new site features, and a shared development roadmap with Microsoft's Developer Network.

Wink Loyalty, Mercer Island, WA

2003 – 2005

Marketing, business, and strategic consulting services for online and multi-channel retailers, nonprofits, telecommunications, and payments providers.

Principal Consultant - Selected Engagements

Networked for sales development, researched markets, and provided strategic and tactical input to clients.

- Constructed product roadmaps and go-to-market plans for Coinstar's stored value, telephony, and ePayments business lines.
- Retained by First Data for product development and marketing. Consulted with First Data clients to develop/improve business-to-business channels, online services, and loyalty and rewards programs.
- Established marketing framework and plan for customer segmentation, communications, marketing test execution, and analytics for ecommerce site. Hired and trained marketing team and provided strategic support.

Starbucks Coffee Company, Seattle, WA

1998 – 2003

Global provider of coffee, tea, and food products.

Director, Starbucks Card, 2000-2003

Marketing Director, Starbucks Direct/Starbucks Online, 1998-2000

Recruited to turnaround Online/Direct subscription/continuity programs; selected to lead Starbucks Card effort. Launched Starbucks co-branded Credit Card. Responsible for management updates to cross-divisional business stakeholders.

- Won President's Award—Starbucks' highest honor for development and launch of the Starbucks Card program.
- Issued 20MM Starbucks Cards worth \$400MM+ in 24 months. Built \$25MM B2B channel through direct sales, out-of-store distribution, and strategic business development.
- Increased Starbucks online sales by 1,000+% from 2000-2003 through Card related offerings, including multi-tiered rewards program.
- Increased Online/Direct division's subscription sales for Home and Business Delivery programs by 30% from 1998 to 2000 while reducing cost/new customer by 75%. Revamped rewards program to increase ROI by 40%.

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

Master of Business Administration (MBA) in Marketing and Strategic Planning

University of Pennsylvania, Philadelphia, PA

Bachelor of Arts (BA) in English

OTHER

Co-Chair, University of Pennsylvania Alumni Interview Committee of Washington State. Board Advisor to the Stanley Ann Dunham Scholarship Fund. Patent for Starbucks Card's online Automated Replenishment service.