

Kathy L. Needham

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Principle; 2006 – Present

NEEDHAM MARKETING

FREELANCE MARKETING AND CONSULTING

MARKETING SERVICES

- Strategic planning and on-strategy execution
- Brand development and management
- Marketing and promotional plan development
- Media planning (online, print, radio, outdoor, and TV)
- Online and social media marketing
- Event/convention coordination
- Presentation planning and execution
- Website development
- Video development
- Public relations
- Media spokesperson
- Research

INDUSTRY EXPERIENCE

- Architecture
- Children's toys
- Construction and wine cellars
- Education
- Home décor and inspirational gifts
- Legal, banking and mortgage lending
- Ministry and ministry resources
- Non-profit
- Outdoor/hiking
- Printer services
- Publishing
- Real estate development
- Seafood and restaurant

PROJECT PORTFOLIO INCLUDES

- Re-brand and re-launch bestselling Bible translation
- Company brand video
- Market several new book and Bible releases
- Brand a new law firm, banking business and mortgage lender
- Market a home décor business
- Promote enrollment for a summer camp
- Re-brand a national scenic park
- Brand and market a line of historical fiction books and dolls
- Brand and market a new Lake Michigan housing development
- Brand and market a private school
- Brand an online seafood business
- Launch multiple websites and online campaigns
- Obtain an additional \$3 million in incremental year-end sales
- Sales representative of inspirational print products to Walmart and Sam's Club

With nearly 20 years of marketing experience, Kathy (Kat) Needham works along-side clients who either need assistance with marketing planning and execution, or who need advice and direction. Needham Marketing was started after 14 years in corporate marketing, where Kat developed the identity for and launched the Zonderkidz brand (the children's group of Zondervan) as well as several product lines/brands. Together with her team, she grew Zonderkidz from a \$5 million business into a nearly \$25 million business in just 5 years. She was media trained by the world-class PR firm of Fleishman-Hillard (Chicago) and has 8 years experience as media spokesperson (included TV, radio, and print). She was educated at Aquinas College, Grand Rapids, MI, with a B.A. in Communication, with emphasis on Advertising and Public Relations, and a minor in Journalism.

PREVIOUS EXPERIENCE

Vice President of Marketing: 2003 – 2006

INSPIRIO

THE GIFT GROUP OF ZONDERVAN – A DIVISION OF NEWS CORP

RESPONSIBILITIES

- Strategic planning, directing and monitoring all marketing activities for Inspirio
- Worked with both internal and external creative teams to obtain on-strategy execution of marketing materials
- Managed branding, product promotions, titles, research, and communication/PR strategies
- Supervised the marketing staff and external agencies/resources
- Together with Sr. VP, established strategic initiatives for Inspirio product group each fiscal year
- Fiscally responsible for Inspirio's budgets, growth, revenue, profits, and inventory
- Stayed in tune with consumer needs and trends in the marketplace
- Worked with Sr. VP and product managers to develop product strategies
- Determined best mix of product based on fit with mission, market need, and financial feasibility
- Worked with authors, agents, and publishing partners before, during, and after projects were completed
- Negotiated contracts
- Worked in tandem with sales department; maintained and grew relationships with key accounts
- Media spokesperson for Inspirio products and brands

Director of Marketing 1999 – 2003

ZONDERKIDZ

THE CHILDREN'S GROUP OF ZONDERVAN – A DIVISION OF NEWS CORP

RESPONSIBILITIES

- Strategic planning, directing and monitoring all marketing activities for Zonderkidz
- Delivered on-strategy execution of marketing materials
- Managed branding, product promotions, titles, cover and interior design, research, and communication/PR strategies
- Supervised the marketing staff
- Worked with publisher to establish publishing strategies
- Managed marketing budgets
- Stayed in tune with consumer needs and trends in the marketplace
- Worked with authors, agents, and publishing partners before, during, and after projects were completed
- Worked with sales department; maintained and grew relationships with key accounts
- Spokesperson to the media for Zonderkidz products and brands

Promotion Manager 1992 – 1999

ZONDERKIDZ

THE CHILDREN'S GROUP OF ZONDERVAN – A DIVISION OF NEWS CORP

RESPONSIBILITIES

- Execution of all consumer and B2B promotions related to the brands and the release of new products
- Promotions, including:
 - In-store merchandising
 - Print and radio advertising
 - Events/conferences
 - Online and Internet marketing
 - Public relations
 - Author tours
 - Direct mail, catalogs and retail flyers
- While in this role, together with the director of marketing, developed and launched Zonderkidz brand
- Developed and launched www.zonderkidz.com and several product websites

EDUCATION

Aquinas College, Grand Rapids, MI: B.A. in Communication, with Advertising and Public Relations emphasis, and minor in Journalism

Covey Training: 7 Habits of Highly Effective People and 4 Roles of Leadership

Child Development Class with Dr. Yvonne VanEe through Calvin College

Leadership Development Training

SKILLS

- Strategic and creative thinker
- Evaluation skills
- Expertise in building and managing brands
- On-strategy execution
- Project consultation and management
- Schedule and budget management
- Analytical abilities
- Strong presenter and communicator
- Excellent at building and maintaining relationships
- Proven leader and team-builder
- Management and coaching skills, with desire to see staff thrive
- Negotiate win/win agreements
- Innovative product development, from concept through execution
- Coordinate conventions and events that produce results
- Strong work ethic to do the job right, and well
- Dedicated and dependable

CAREER HIGHLIGHTS

- Nearly 20 years of marketing experience
- Developed identity and launched Zonderkidz brand (the children's group of Zondervan)
- Grew Zonderkidz from a \$5 million business into a nearly \$25 million business in just 5 years
- Developed and successfully launched two tween brands; *Faithgirlz* and *2:52 Soul Gear*, with *Faithgirlz* selling over \$1 million in revenue in its first year and now selling out live events
- Launched the children's Bible translation, and it remains the #1 children's Bible translation
- Managed bestselling children's Bible storybook brand, *The Beginner's Bible*, including all product licensing
- Negotiated contract with Big Idea to publish VeggieTales books
- Negotiated contract with Leapfrog for the Read with Me Bible Storybook
- Initiated and negotiated licensing contract with Disney for Narnia movie gift products
- Media trained by world-class PR firm Fleishman-Hillard (Chicago)
- Have won numerous advertising awards

COMMUNITY EFFORTS

- Young Life leader (1982-1990)
- Michigan Summer Special Olympics volunteer (1990-2006)
- Committee member for Grand Rapids Children's Museum (2000-2003)
- Habitat for Humanity board member and marketing committee member (2005-2007)
- Gilda's Club marketing committee member (2006-present) includes LaughFest 2011 and 2012
- Ongoing supporter of the arts, Humane Society, March of Dimes, and other worthy causes