

KELLY K. BLAKE

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EDUCATION

MBA, University of California, Davis –
Graduate School of Management
Davis, California
Marketing & Finance Emphasis, 2004

B.S., Purdue University –
Krannert School of Management
West Lafayette, Indiana
Business Management, 1994

PROFESSIONAL AFFILIATIONS

FC Cincinnati Foundation
Board of Directors, 2020 - Today
American Marketing Association,
2004 - Today

- Marketing Communications
Committee Chair Board Member,
2007 - 2009
- President Elect, 2009 - 2010
- President, 2010 - 2011
- Past President, 2011 - 2012

Association Corporate Growth,
2007 - Today

- Marketing & Sponsorship
Committee Chairperson, 2008 - 2010

St. Mary School, Hyde Park – PTO
Treasurer, 2018 - 2022

ACHIEVEMENTS

Cincinnati Business Courier
40 Under 40 Class of 2010

CAREER HISTORY

Lumen Marketing Consultancy

Owner/CEO, April 2009 - Today

A trusted advisor providing business and marketing vision, direction and implementation to help organizations align their marketing strategy with their corporate strategy to illuminate their brand and challenge their business to excel. Work at every stage of a company's growth, developing custom solutions and collaborating with all levels of the organization.

Advanced Handling Systems

Executive Vice President, 2008 - 2009

Vice President of Marketing, 2007 - 2008

Formulated and implemented the strategic plan that guided the direction of the organization's business, ensuring the organization was well positioned in a rapidly evolving and competitive environment. Identified and led new business development opportunities, fostered highly productive relationships and strong partnerships, identified new industry developments and standards for the benefit of the organization.

Intrinsic Marketing & Design

Director of Marketing Services, 2004 - 2007

Developed and executed strategic marketing plans and rebranding efforts across Intrinsic's client base to deliver on the client's revenue growth objectives. Directed market research, focus groups, competitive analysis, and other quantitative or qualitative research techniques for the agency.

Intel Corporation, Folsom, California

Demand Creation Internship – Resellers Products Group, Summer 2003

Assisted in the development and launch of an integrated marketing campaign for 60,000 channel program members worldwide that created reseller and end customer demand for Intel® Pentium 4 Processors and Intel® Centrino™ Mobile Technology products.

Ford Motor Company, Anaheim and San Ramon, California

District Manager – Ford Division, 2000 - 2002

Consulted with 35 dealerships on advertising, merchandising, and marketing opportunities to maximize their exposure and increase vehicle sales. Oversaw the distribution of \$225M worth of Ford vehicles in the San Francisco Bay on an annual basis. Developed and launched the California Region's All New 2002 Ford Explorer marketing and merchandising campaign.

- Dealer Operations Manager – Customer Service Division, 1998 - 2000
- Retail Marketing Manager – Customer Service Division, 1997 - 1998
- Customer Service Manager – Customer Service Division, 1995 - 1997
- Customer Service Representative – Customer Assistance Center, 1994 - 1995
- Internship – Customer Service Division, Summer 1993