



Mike Buczkowski

Overview

Delivery of results is deeply embedded in my DNA and I continually exceeded expectations throughout my career. Marketing, data, and tech savvy, I'm a triple threat for maximum value. My unique multi-faceted perspective is rooted in my extensive entrepreneurial, agency and client experience.

What I Believe

Marketing is at a tipping point because traditional communication as an interruption is over. A new integrated digital approach and ecosystem is needed for success in the social age to deliver personalization at scale.

How I Add Value

I optimize brand equity and relevance by fusing data, content and technology to identify, connect and engage consumers in the digital world.

My Experience

Proven record for revenue growth. Won BK and P&G new business, valued over \$25 million. Grew Diageo organic revenue by over 50%. Captured Visa global digital new business. Grew Coca-Cola's McDonald's and 7-Eleven by over \$100 million. First Chief Marketing Officer at UCLA, recruited to improve results of the UCLA continuing education digital marketing performance. Deployed a unified marketing methodology that combined modeling of market opportunity, audience segmentation and

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predictive big data modeling with attribution and marketing mix modeling. This approach enabled personalized marketing through out the purchase journey unlike any option available. The result: shifted marketing spend to 80% digital and improved the website user experience resulting in increased traffic from all channels, lower bounce rate, less cart abandonment and more conversions.

Demonstrated leadership expertise developing and motivating large high performing teams. Created work environments that leverages individual and collective talents to maximize results.

Deep global marketing expertise with leading marketers including; Coca-Cola, Visa, McDonald's, 7-Eleven and Burger King.

Broad and deep marketing experience with leading brands. Proven success with McDonald's, AT&T, P&G, Kellogg's, ConAgra, Diageo, Jack Daniels, Mars, Burger King, Anheuser-Busch, MillerCoors and The Stroh Brewery.

Deep global financial services marketing experience with Visa, US Bank, Chase, Citi Bank, BOA, Wells Fargo and Capital One.

Founder and owner of two digital and social marketing agencies and executive leader at Leo Burnett and FCB. Grew Ignition Network into a top 100 agency. Led the creation and development of Instant Ignition a marketing technology platform that included over 1,000,000 lines of code.

Deep CRM experience at Draft Worldwide, including leading the largest kids' CRM program in the world, the Burger King Kids Club. The only area where Burger King out preformed McDonald's.

Expert and proven Shopper Marketer with Coca-Cola, 7-Eleven, Kroger, Walmart, P&G, Visa, McDonald's and MillerCoors. Led MillerCoors to be named Kroger's Shopper Marketing vendor of the year. Transformational leader in applying the principles of direct marketing into Shopper Marketing to rapidly drive incremental results.