

- **Makes order out of chaos resulting in tangible outcomes** by accepting challenges and willingness to dig deep and confront difficult issues and questions and successfully execute.
- **“Mr Fix It” who creates ideas that solve complex problems** critical to success or capitalizing on opportunities.
- **Ability to see the bigger picture** and how disparate, independent components work together.
- **Decisive and persistent leader**, with an ability to motivate and manage a diverse team toward accomplishing critical initiatives.
- **Unparalleled ability to rapidly develop expertise** in complex technologies and adapt to new industries.

EXPERIENCE & ACCOMPLISHMENTS

Founder & Director of Research & Development, Cadreon, 2008-2010

Created Technology Driven Media Product

Incubated the trading desk concept in 2007 while at UM. Convinced Turn to adapt their network platform to support our “private market model” and secured internal corporate buy in and adoption. Developed publisher and campaign strategy and the service/product portfolio exceeding a typical “trading desk” as defined by the market. Cadreon was spun out in 2009 as a subsidiary and was profitable within the first year.

Group Media Director, US Subsidiary-Microsoft, Universal McCann, 2007-2008

Profitably Managed a Team when Media Spend Grew from \$27 to \$57 million
Managed a team of 19 and \$5 million revenue, all while breaking new ground for Microsoft and the industry.

Invent Technology-Enabled Engagement Model for Large Clients

Created a streamlined, quick to market, low cost engagement model within the global Universal McCann organization. Service mimics the benefits of a small local agency while enabling global brands to be in market within two weeks, with proven media tactics at a fixed agency fee. Successfully execute Microsoft’s first centrally managed global search campaign.

Associate Media Director, Universal McCann, 2006-2007

Managed \$30 million in Microsoft Online Direct Response Media

Managed a team of 17 media planners and buyers executing over 100 online direct response campaigns for Microsoft. Introduced CPA buying and affiliate model to Microsoft and agency. Increased group profit margins 17 percent by streamlining operational process and integration within the agency.

- Media Planner, Universal McCann, 2005

“Keith Pieper delivers on strategic online interactive marketing analysis through years of experience of creating and executing effective online campaigns. He excels in delivering real ROI through the creation, management, measurement and analytics of how to deliver the right message in an online message to drive response.”

Frank Bergen
CEO
bConnected

“Keith is like the Wolf character in pulp fiction. He operates best great under pressure and can fix even the craziest of messes.”

Brendan Moorcroft
CEO
Cadreon

[References Available Upon Request](#)

[Portfolio Available at hireROI.com](#)

EXPERIENCE continued

Marketing Manager, America's Lending Partners, 2004-2005

Stabilized Revenue Increase In A Declining Industry

Managed a diverse team of five to counteract the receding and intensely competitive mortgage business. Reorganized the department and marketing strategy to increase web site conversions from two to over six percent, grew strategic business partnerships, increased lead quality and increased lead volume to counteract downward trends and stabilize revenue.

Strategic Market Analyst & Marketing Consultant, 1999-2004

Consulted DoubleClick on Acquisition; Raindance on IPO; Various Startups

Assisted DoubleClick in their \$1 billion acquisition of Abacus Direct. Hired by Raindance Communications to analyze their competitive position in the Web conferencing and telecommunications markets in support of their IPO. Provided HealthInsurance.com, bConnected and FinanCenter with market feasibility analysis to support expansion and growth.

Freelance Writer & Commentator, "Voice of Reason"

Published in Iconocast, Digitrends and ClickZ.com numerous times on various Internet marketing and strategy issues, earning a reputation for making sense of complicated issues.

Market Specialist & Product Manager, Excite@Home, 1997-1999

Lead the marketing team to develop and implement MatchLogic's new strategic plan to meet growth objectives, leading a customer-driven, organizational effort. Extended consistent marketing message by authoring external customer and marketing communications, including web site, collateral, customer letters and ghostwriting for executives. Additionally positioned MatchLogic as the leader in the new rich media ad market through product management and business development efforts.

EDUCATION

Bachelor of Science, Business Administration (BSBA)

Creighton University, 1996

Majors in Marketing, Management

Overall GPA: 3.4

Major GPA: 3.6