

- **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 Product Development, Cadreon, 2008-Present

Built Private Client Media Optimization Network

Created a private market digital ad network for IPG clients. Includes built in behavioral targeting, dynamic pricing and access to exclusive inventory from over ten premium publishers. Network delivers client-specific audience targeting at goal over other buys through custom data integration and cross digital channel targeting.

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.

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.

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

"In working with Keith, I found him to be highly motivated, creative and insightful, with a knack for focusing on the core strategic issues."

Peter Gutman
Former CEO, Angelfire
Former CFO, WinterPark
Former CEO, Breckenridge

[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

PROFESSIONAL AFFILIATIONS

Google Agency Council Member

Microsoft Search Agency Council Member