

WORK EXPERIENCE

HEIDI NEUROTH

PROFILE

Entrepreneurial marketing leader with +15 years experience in smart product positioning, digital strategies & communication. Passionate about AI.

CONTACT

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Currently

On a self-elected sabbatical for family leave. Completed certification in Digital Marketing Strategies, Data, AI & Analytics and Customer Loyalty Programs at Kellogg School of Management, Northwestern University.



NBC Universal (2015 - 2018)

Marketing Director

- Created innovative storytelling and marketing plans to reignite classic franchises for the SVOD viewer (e.g. Netflix, Hulu, Amazon).
- Led end-to-end marketing strategies, including digital experimentation across paid, organic, and influencer activities.
- Interface between global markets, sales teams and entertainment labels.



Freshology Inc, (2014 - 2015)

Marketing Lead

- Freshly made, online gourmet meals service delivered throughout the United States through direct to home or institutional clients (B2B).
- Responsible for customer insights (segmentation and journey mapping), engagement (customization, leader nurturing and content management) and execution (always-on marketing activities and lead generation). Drove double digit sales growth in first six months of launch.



Green Dot Corporation (2008 - 2013)

Product Marketing, Walmart MoneyCard

- Joined pre-IPO and led marketing for Walmart MoneyCard from white space to representing 60% of Green Dot's business.
- Optimized UX for marketing communication, product innovations and new prepaid products. These digital innovations, combined with retail activities, created for Walmart MoneyCard 11% annual growth, while maintaining a #1 market share.
- Promoted to Senior Marketing Director, responsible for Green Dot BaaS accounts, digital marketing and product marketing (flagship brand), call center integrated marketing and executive level reporting.



Nestle (2005 - 2008)

Senior Marketing Associate, Nescafe

- Developed a consumer segmentation study and repositioning to rejuvenate Taster's Choice branding within the United States.
- Managed monthly forecasting meetings, including identification and evaluation of consumption/shipment trends and promotional activities to ensure achievement of annual targets. NTC grew +2% in 2006 versus an annual -6% category decline.



Procter & Gamble (2002 - 2005)

Assistant Brand Manager, Millstone

- Led development of Marketing Plans, addressing a new target consumer and defining the brand's equity within a growing competitive landscape.
- Partnered with P&G's *Marketing Development Organization* (MDO) to support retail sales teams and address total coffee category issues.

EDUCATION



Ross School of Business, University of Michigan
2000 -2002
MBA with Emphases in Corporate Strategy and Marketing



Kellogg School of Management, Northwestern University
2020 - Current
Kellogg Marketing Leadership Program