



# Ian McGonnigal

Strategist, Growth Architect,  
Experiential & Digital Marketer

📍 Boston, MA  
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## Summary

- Expert strategist, planner and consultant for Fortune 500 companies
- Senior Client Services and Business Development Pro, building client value and agency growth
- General Manager experienced in driving successful multi-million-dollar P&L businesses
- Global executive with both B2B and B2C experience
- Team leader and mentor focused on talent and organizational development
- Expertise in experiential marketing, digital (social media, SEO, SEM) marketing, demand generation, and CRM (Salesforce, Hubspot, Insightly)
- Unique perspective driven by both client enterprise and agency experience

## Awards

- **Gartner & 1to1 Media CRM Excellence Award** – Eaton “Things Have Changed”
- **Eloqua Markie – Most Creative Marketing Campaign** – Eaton “Things Have Changed”
- **Interpublic Group Organic Growth Initiative Award**
- **Billboard Concert Marketing & Promotions Award** – The Clorox Company (Kingsford, KC Masterpiece) “Keith Urban Escape Together Tour”
- **Event Marketer Best Booth of CES** – Motorola
- **Event Marketer Grand Ex Award** – IBM B2B Global Event Program
- **George P. Johnson – E3 Employee Recognition Award**

## Professional Experience

### **Cramer, Norwood, MA** 2018 – present

#### SVP Strategic Accounts

- Executive leader on enterprise level accounts, e.g., IBM – successfully secured 3-year contract
- Pursued, won and grew WATTS, Mimecast, and other new accounts
- Created business solutions which maximized client success, e.g., brand experience and measurement offerings
- Developed partnership program with local independent agencies
- Contributed to marketing efforts through consultation and thought leadership

### **Kindle Communications, Chicago, IL** 2018

#### EVP Strategic Growth

- Developed and implemented "first ever" marketing plan for agency
- Developed, launched, and implemented new business development program for West Coast expansion
- Implemented Insightly CRM to target, pursue and manage outbound sales efforts
- Developed a robust sales pipeline of hundreds of targets
- Trained sales team on strategic and social selling via LinkedIn Sales Navigator

### **Kenwood Experiences, San Francisco, CA** 2017 – 2018

#### Chief Growth Officer

- Led business development, marketing, organic growth, and corporate development activities
- Refocused agency positioning and capabilities
- Implemented Salesforce CRM and built a database of over 2,500 prospects
- Developed inbound / outbound marketing strategy
- Created growth incentive plan for employees and partners
- Partnered with Influence & Co (content marketing) and Catapult New Business (demand generation)
- Consulted on agency business operations

### **Advantage Solutions, Irvine, CA** 2015 – 2017

#### EVP, Client Services / Agency Management

- General Manager for national brand experiential and field marketing organization
- Managed \$35M P&L
  - Increased overall EBITDA by 25% across all programs
- Directed team of over 100 professionals and field infrastructure of 1000+
- Led senior client relationships with AT&T | DirecTV, Epson, Keurig, MARS, and others
- Negotiated strategic business partnerships with staffing and technology partners
- Successfully shuttered Canadian business (North51) after shift in strategy
- Re-launched 206Agency brand, redefining positioning
- Build a business development ecosystem



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## Associations

- Member – **Marketing Executives Networking Group**, Irvine, CA
- VP Communications – **American Marketing Association**, Boston, MA
- Member – **Toastmasters International**, Boston, MA

## Professional Experience (continued)

**Jack Morton Worldwide, Boston, MA & San Francisco, CA** 2010 – 2015  
SVP, Client Strategy & Brand Performance

- Chairman of CMG Growth Gang Initiative (15 cross-agency executives)
  - Achieved over \$5 million in business sharing for first year
- Founded and Led Global Strategy Community — 60 strategists
- Co-founded and Led Global Growth Community — 90 client service staff
- Executive Liaison with Brazilian partnership (MarkUp)
- Directed major pursuits and organic growth initiatives
- \$25 million in agency growth
- Developed Brand Experience, Digital Strategy, Marketing and Measurement offerings
- Executive strategic marketing consultant for: Blackberry, CA, Covance, Charles Schwab, Dassault Systemes, Dell, Disney, Dolby Labs, Dow Chemical, Eaton, HP, Intel, Kaspersky, Nvidia, Red Hat, Schneider Electric, TCS and others

Managing Director (Interim)

- Managed ~\$10 million P&L, 60 staff, across San Francisco and Los Angeles
- Stabilized staff morale, preserving top talent
- Reversed loss trajectory to achieve 10% growth YoY

**George P. Johnson, Boston, MA** 2001 – 2010  
Executive Director, Program Strategy Worldwide

- Lead strategic consultant on top-tier client business: The Clorox Company, COUNTRY Financial, RIM / Blackberry, Brunswick Marine, Motorola and others

Sr. Director, Client Services Worldwide

- Directed strategic event marketing activities for IBM's PC, Technology, Software, and Sales & Distribution divisions
- across the Americas, EMEA and Asia Pacific (\$100M account) Developed IBM's Event Measurement program

## Education

**Certificate in Management & Innovation (MBA Program)**  
Bentley College

**Certificate in Information Design**  
Bentley College

**BA Communications**  
Bridgewater State University  
Minor: Music  
Choral Society, Chamber Singers, Forensic & Debate Team