

ROBERT MAX LORUM

1370 Heritage Oak Way, Reston, VA 20194
951.378.1991 | [Email](#) | [Personal Branding Site](#) | [LinkedIn](#)

EXPERTISE

Brand Strategy
Marketing Strategy
Content Marketing
Lead Generation
Business Strategy
Digital Marketing
Customer Engagement
Executive Leadership
Creative Writing
Concept Development

EXECUTIVE BRAND SUMMARY

I build potent brands, marketing strategies, teams and companies that produce quantifiable results by building genuine connections with people at all levels to inspire them to achieve things they thought they never could. A bold, confident statement supported by 20+ years' executive leadership experience helping companies and clients grow markets, revenue and profits.

Blessed with powerful mix of visionary, strategic, leadership, creative, sales and communications acumen, consistently exceed ROI goals by aligning staff career aspirations, infusing digital marketing and branding savvy with traditional wisdom and orchestrating fluid team collaboration. Pioneer, expand, restructure and revive organizations with limited time, people and budgets. Influential leader that creates immediate impact, produces quantifiable results and fuels profits.

CAREER EVOLUTION

Modus eDiscovery
VP Marketing / Branding
Aug '13-Present / VA

As influential member of executive team, direct all global branding, marketing, lead generation, editorial and client engagement strategy for \$16M eDiscovery firm. Launched new brand, services, content and lead nurturing strategies resulting in 900% increase in leads and 39% gain in EBITA.

iCONNECT Development
VP Marketing / Branding
Jun '12-Jun '13 / VA

Directed all global branding, marketing, content and digital communication strategy for \$20M eDiscovery software company. Repositioned brand, led digital marketing strategy, managed team and produced multiple engaging direct response campaigns resulting in 380% increase in leads.

Brand Piano
VP Marketing / Branding
Jun '05-Present / VA

Launched new marketing, branding and digital media consulting firm to help clients grow new and existing brands. Provided digital marketing, branding, website, content and management services to help clients penetrate new markets, expand market share, increase leads and maximize profits.

Marketing Sherpa
President
Nov '08-Jul '10 / RI

Promoted to President via sister company *MarketingExperiments*, restructured 30+ person global marketing research, strategy, publishing, digital content, events, membership and training company to generate \$3.3M, grow profits 98% and reduce expenses by 55% with 1/3rd staff.

Marketing Experiments
Director Client Services
Nov '07-Nov '08 / FL

Built, trained and directed new 17-person global marketing research, analytics, testing and digital publishing division to produce \$3.2M revenue and 37% increase in profits while managing 15+ clients providing digital media strategy to maximize online conversion rates.

Xact Data Discovery
VP Marketing / Branding
Jan '07-Nov '07 / KS

As member of executive team, led all brand, marketing and communications strategy to convert 300-person paper duplication company to eDiscovery firm. Repositioned and marketed new brand resulting in estimated 20% increase in market share and 250% increase in leads in 9 months.

RiechesBaird Ad Agency
Director e-Business
Sept '99-Jun '05 / CA

Pioneered, integrated and managed new digital marketing division within 45-person branding and advertising agency. Sold and managed website design, development and digital media services helping generating \$1M annual sales while managing online marketing strategies for 15+ clients.

FirstSource.com
Director Marketing
Oct '97-Sept '99 / CA

Managed 23-person marketing, advertising sales, web development and public relations teams selling computer hardware/software via e-commerce site. Invested \$12M advertising budget as liaison with advertising agency to position, create and promote new brand for IPO.

Pennzoil
Regional Marketing Mgr.
Apr '91-Sept '96 / CO

Promoted from top-ranked sales rep to regional advertising / marketing manager, managed and marketed \$21M budget in conjunction with ad agency to promote 8 *Pennzoil* brands for 10 sales managers in 17 states helping generate a 32% increase in sales.

EDUCATIONAL ACHIEVEMENTS

BA in Marketing with minor in Advertising, University of Wisconsin-Whitewater, May 1988