

# Christopher L. Myers

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## EDUCATION

**M.B.A., International Marketing**, *Thunderbird School of Global Management @ Arizona State University*, Phoenix, Arizona.

**B.A., Political Science/Business**, *The George Washington University*, Washington, D.C.

## SUMMARY PROFILE

Extensive experiences in strategic thinking; new product development/innovation; marketing management, project management, brand strategy, customer communications, launching thousands of customer campaigns; online tools, sales support and analysis for the transportation, wireless, banking/financial institutions; retail; healthcare; membership (non-profit association) and manufacturing industries; **generated \$250MM in incremental revenue, 50:1 ROI.**

## CORE COMPETENCIES

- 19+ years in a Leadership role
- 25+ years partnering with global agencies; former Director of Account Services
- 25+ years in brand and co-branding management, marketing, strategy and brand identity
- 25+ years in marketing communications, strategy and execution
- 15+ years in new product development, strategy and innovation
- Excellent collaboration, verbal, written and influence skills
- Strong program management skills; attention to detail; technology-focused; Canva, HubSpot.

## ENTREPRENEURIAL EXPERIENCE

### Strategic Marketing Consulting Practice

August 2017 - present

- Manage own firm that supports non-profits, startups and existing small companies with overall strategy, brand management, lead generation, customer communications and revenue growth
- Oversee marketing planning and advertising functions including digital/social media.
- Major client support includes:
  - **Streamline Technologies, LLC** – a rapidly growing, structured cabling, audio/visual and telephony support company. Provide strategy, social media and consulting support – October 2020 – present.
  - **AutoZone** – Provide project management support for their *Retail Acceleration Program*. October 2024 – March 2025.
  - **SBDP** – a growing CPA in Jacksonville, FL. Provide renaming/brand support – September - October 2024.
  - **Novick Cardiac Alliance** - a non-profit whose medical team performs life-saving heart surgeries on children. Provide media, marketing communications, digital ads, fundraising ideas, and social media support – June 2022 – September 2023.
  - **Catalis** - a B2B SaaS software company. Provide rebranding; intranet formulation; business development; marketing strategy support – June 2022 – May 2023.
  - **BRM Institute** - a non-profit educational courses group. Provide strategic and tactical support to manage the BRM Institute brand; rebranding, new website; new strategic alliances and marketing agency – April 2021 – August 2021.
  - **Wellaco** - an ecommerce manufacturer. Provide support to WeeSprout and LussoGear brands; created new product development process; develop strategy/communications plans; new co-branding and loyalty program opportunities – August 2018 – January 2019.
  - Other clients supported in industrial solutions; retail; real estate; wellness programs; arts; photography; government; technology.

## PROFESSIONAL EXPERIENCES

### Shemar T&D Solutions

#### Brand Marketing Manager, North America

June 2023-June 2024

- Provide strategic and tactical brand management support to this Shanghai, China based power utility manufacturer

*Note: There was a reorganization and the new CEO eliminated my position – no performance issue.*

### McDonald's

April 2017-July 2017

#### Regional Marketing Manager

- Provide strategic and tactical support to the new launch of chicken and burger products
- Media analysis
- Engage owners and operators
- Evaluate new promotions and pricing strategies.

*Note: I left this position before it was being moved to either Nashville/Chicago, and started my consulting practice.*

### Pro Tech Talent & Technology Marketing Contractor

August 2016 – Dec 2016

- Provided strategic and tactical support for the rebranding/relaunch of the *Hilton Garden Inn* brand (brand marketing manager was on maternity leave)
- Collaborated with owners and operators
- Developed digital playbook.

*Note: This was a 4-month contract opportunity while the brand manager was on maternity leave.*

### ABB

August 2015 – April 2016

#### Senior Product Marketing Manager

- Managed product development, pricing, promotions, brand research, distribution relationships and sales strategies for **\$30MM+** legacy product line
- Maintained **60%** margin.

*Note: The oil and gas industry plummeted in Q12016, and my product line was negatively impacted. 25 of us were laid off due to a lack of work in late April 2016 even though I overachieved on my objectives by 130%, earning a nice merit and bonus in March 2016.*

### FedEx Services

1991-1996; 1998-2015

Managed and created new loyalty programs, customer experience strategies/tactical programs; industry analyses; innovative products and services; marketing research; alliance partners and go to market

approaches for the domestic, international, retail, logistics, aerospace, and supply chain sectors.

**Marketing Specialist Advisor, Memphis, TN (2010-2015)**

- Built strategic framework for FedEx OneRate—targeted to consumers
- Managed retail and alliance strategies, tactics and execution
- Provided customer communications; analysis and sales support
- Launched new, innovative products and services
- Performed marketing research and analysis
- **Generated \$20MM+ in incremental revenue.**

**Manager, Global Brand Management, Memphis, TN (2000-2010)**

- Developed and implemented co-branded communications program/service – the most successful loyalty program in the history of the company;
- Built online tools, collateral; improved on-boarding experience
- Developed and launched hundreds of account-based marketing plans
- Managed numerous global creative agency partnerships for outsourcing creative work, including: scope management, agency resourcing, business planning and operations, digital production,
- Extensive global/multinational communications/project experiences
- Targeted various industry segments including law firms, high tech, healthcare, aerospace
- **Managed \$5MM advertising and operations budget and 7 direct reports**
- **Generated \$230MM in incremental revenue and 50:1 ROI.**

**Senior Marketing Specialist, Memphis, TN (1998-2000)**

- Launched FedEx Ground into retail network; other new products
- Conducted marketing research and analysis on new segments; new database segmentation
- Implemented new go to market strategies for retail alliance.

**Manager, Logistics, Electronic Commerce & Catalogue, Memphis, TN (1995-1996)**

- Built industry-focused strategy targeting aircraft parts, medical device/semiconductor industries
- Built new catalogue strategy
- **Generated \$2MM incremental revenue and a 10:1 ROI**

**Senior Segment Marketing Specialist, Memphis, TN (1991-1995)**

- Launched new international products and services
- Managed customer newsletter; global events and protocol books
- Implemented new pricing strategies.

**TEACHING**

**University of Memphis, Memphis, TN** 1995 - present  
*Adjunct Marketing Professor; Distinguished Adjunct Faculty Award (2000)*

**COMMUNITY INVOLVEMENT** 1991 - present

**Innovator/Creator, ReAbility Platform**—In partnership with *Dreamscape Foundation*, Naples, FL and *ISK Pro*, New Delhi, built the first ever, real-time technology to assist the 60 million special needs persons. [www.dreamscapereability.org](http://www.dreamscapereability.org). Launched 7/6/2020; **400+ agencies** are on the platform.

**WRITING**—Author of 13 books including fiction, non-fiction and academic titles – 5 on marketing.

**AWARDS**

- Numerous awards for product innovation; fundraising/leadership; results.