

G. STEWART MEYER | (206) 612-7445 | gstewartmeyer@gmail.com | [LinkedIn](#)

20+ years marketing & communications experience spanning media, technology, retail, and wellness. Passion for mentoring marketing professionals. MBA, Kellogg School of Management. Affiliate Instructor, Marketing, University of Washington.

- 2024-Present **SELF-EMPLOYED (Independent Marketing Consultant | Fractional CMO)** Seattle, WA
Provide strategic planning, brand positioning and talent assessment. Current clients include [Cinereach](#) and [ICT](#).
- 2022-2023 **PEMCO MUTUAL INSURANCE COMPANY** Seattle, WA
Director, Brand, Creative & Communications | Led brand strategy, creative, and communications teams.
- 2018-Present **UNIVERSITY OF WASHINGTON** Seattle, WA
Affiliate Instructor, [Communications Leadership](#) (2023)
Instructor, Certificate in Strategic Marketing, Professional and Continuing Education (2018-2019)
• Teach “Principles of Marketing” course (Fall quarter). Consistently receive high student evaluations (4.9/5.0).
- 2021-2022 **AMAZON.COM, INC.** Seattle, WA
Head of Marketing, Amazon Kids+
• Oversaw brand awareness, subscriber acquisition, engagement, and go-to-market (GTM) across US/CA/UK/DE/JP.
• Hired 8 marketers. Improved team job satisfaction 2.8 to 4.0 and manager satisfaction 4.1 to 4.6 (out of 5.0). Grew Holiday’21 subs +114% YoY and Prime Day’22 revenue +28%. Launched “[Unlock Curiosity](#)” brand campaign.
- 2017-2021 **KUOW PUGET SOUND PUBLIC RADIO** Seattle, WA
Chief Marketing Officer
• Recruited by President/GM as KUOW’s first CMO. Oversee audience growth & engagement, all revenue functions (individual giving and business support), and digital teams. Built organization’s first marketing team (8 hires).
• Audience development: increased monthly audio audience +14% from 675K to 770K; web audience +97% from 460K to 905K; email subscribers from 0 to 36K; social media +56% from 72K to 112K followers.
• Grew revenue +42% from \$12.7M (FY17) to \$18.0M (FY20).
• Re-imagined KUOW LIVE Events program and doubled event attendees; consistently high NPS (72 avg.).
• Developed KUOW’s brand positioning and executed station’s first brand awareness campaign (Summer 2018).
• Oversaw development of KUOW’s 24-month Digital Roadmap and migration to Salesforce/Marketing Cloud.
- 2015-2017 **ARIVALE, INC.** Seattle, WA
Director, Client Experience
• Recruited by Founder/CEO to launch Arivale’s core program to consumers and enterprises in WA, CA, and OR resulting in >\$5M revenue in first 18 months. Built Client Experience team from one to 10 program managers.
• Launched Arivale brand. Produced all company launch assets including company name, logo, website, videos, brochures, sales and training presentations, and packaging.
• Defined key performance metrics and drove operational excellence: 91% of clients satisfied with their overall experience (at 90-days) and 89% remained engaged after 12 months.
- 2013-2015 **AMAZON.COM, INC.** Seattle, WA
Head of Marketing, Amazon Payments
• Launched our flagship service—Login and Pay with Amazon—at *Money 2020*, the premier payments industry trade show (Oct. 2013). Generated ~5.1MM impressions including more than 120K YouTube views, 60+ media articles (*WSJ*, *USA Today*), and a +132% increase in site traffic.
• Led redesign of *payments.amazon.com* and improved site conversion +127%. Hired a design agency, staffed web team, and managed requirements for responsive design and localization. Reduced content update lead time from one month to one hour, streamlined product messaging, shortened registration flow 50%, and simplified pricing.
• Conceived and executed *Growth, Guaranteed* marketing campaign (Nov. 2014) resulting in hundreds of qualified, inbound leads. Campaign delivered 61% higher click-through rates.
• Increased monthly registrations for Login and Pay +318% (Jan.-Dec. 2014) by pursuing new marketing initiatives including webinars, retargeting, video case studies, rate incentives, and solution provider landing pages.
• Built team from one to six; promoted one to Sr. Marketing Manager. Emceed annual all-hands team meetings.
- 2010-2013 **RAZORFISH, INC.** Seattle, WA
Strategy Director
• Served as digital marketing thought-leader for brands such as Wells Fargo, Best Buy, Bing, and Toyota.
• Developed business case and secured technology partners to launch new audience retargeting ad product.
• Grew revenue for Razorfish’s personalized retargeting offering \$600K in 2011—a 478% increase.

2006-2010	KINETIX LIVING, INC. <i>Vice President, Marketing & Product Management</i> - Member of leadership team that commercialized health and wellness program acquired by Regence Blue Cross Blue Shield (March 2010). Oversaw Marketing, Coaching, and Account Services (30 employees, 75% of org). - Led all acquisition efforts resulting in 128% compound annual increase in clients and 57% revenue increase. - Scaled operations to serve six corporate accounts (10,000+ clients). Hired 14 new employees. - Established performance management tools including quarterly key objectives, weekly dashboards, and variable compensation leading to a 35% increase in client results and 50% per capita increase in product sales. - Introduced <i>Kinetix University</i> to onboard and develop employees and <i>Company Summits</i> to improve planning and celebrate wins leading to +30% improvement in employee engagement. <i>Marketing Director</i> - Launched first major account (Starbucks Coffee Company). Exceeded all performance benchmarks for demand generation (built waitlist), client engagement (98%), and satisfaction (95%)—with limited budget. - Operationalized Kinetix in-person coaching program. Drove a 300% improvement in coach utilization.	Seattle, WA
2003-2006	BEST BUY CORPORATION <i>Marketing Director, Magnolia Audio Video (a Best Buy subsidiary)</i> - Responsible for marketing, advertising, and brand strategy for Magnolia Audio Video, a 20-store high-end, specialty retailer with \$200M in revenues. Increased sales 15% and division returned to profitability. - Supervised a marketing, creative, and production team of 11 individuals and a \$7.5M advertising budget. - Managed multiple agency relationships including direct marketing, TV, radio, and print advertising. Improved direct marketing response rates by 50% and grew overall revenue from program. - Launched redesigned website and first email newsletter. Achieved email click-through rate averaging 33%. - Increased top of mind awareness 40% for Magnolia Audio Video in the Pacific NW (June 2004-January 2006). <i>Marketing Manager, Magnolia Audio Video</i> - Oversaw innovative 50th anniversary integrated advertising campaign that included newspaper, print, radio, web, and in-store events. Resulted in a 16.5% increase in revenue. Direct mail generated a 31% ROI. - Directed marketing efforts for launch of <i>Magnolia Home Theater</i>, a new retail concept inside Best Buy. Coordinated market research and developed brand positioning. Led cross-functional launch team including advertising, direct marketing, store experience, retail operations, events, public relations, and BestBuy.com. <i>Consumer Marketing Associate, Home Theater</i> - Co-authored and presented FY05 Home Theater Marketing Plan (a \$4B category) to company Officers. - Managed multi-million-dollar integrated marketing campaign (television, print, radio, online, and direct mail) which resulted in 8.5% revenue increase and 2% dollar market share gain for the home theater category. - Introduced market research techniques to capture voice of the customer including customer experience mapping and language processing to further refine customer segmentation, targeting, and positioning.	Kent, WA
1999-2001	MICROSTRATEGY, INC. <i>Manager, Strategic Marketing</i> - Defined six- and 12-month strategic marketing and communication plan including competitive positioning, branding, advertising, and product messaging. Reported directly to COO. <i>Manager, Industry Solutions Marketing, Telecommunications</i> - Managed telco market segment (\$20M in sales on four continents). Oversaw all industry marketing activities. Trained sales representatives on product positioning. Spoke at industry conferences and press interviews. <i>Senior Analyst, Industry Solutions Marketing, Telecommunications</i> - Created product demos, sales presentations, brochures, direct mail, and web content. Created business development campaign for <i>Strategy.com</i>. Generated sales calls with four of top 10 wireless providers.	McLean, VA
1997-1999	BOOZ · ALLEN & HAMILTON <i>Promoted from Consultant to Senior Consultant</i> - Analyzed emerging telecommunications technologies and advised client on optimal allocation of \$500 million. - Received <i>Booz-Allen Excellence Award</i> for outstanding client commitment.	McLean, VA
	KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY Master of Business Administration degree. Dean's list.	Evanston, IL
	UNIVERSITY OF PENNSYLVANIA Bachelor of Arts in history. Graduated <i>cum laude</i> .	Philadelphia, PA