

# Ken Ohlemeyer

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## Performance Profile

Energetic, personable team leader with positive get-it-done attitude. Substantial experience in advertising, marketing, account service, business development and marketing research in both client and agency environments. Confident presenter and effective teacher. Ramps up quickly, builds excellent rapport with key audiences, earns support of colleagues and positively impacts corporate growth and financial goals.

## Core Competencies

- Advertising and Marketing
- Branding
- Strategic Planning and Execution
- Consultative Selling
- Business Development, new and existing
- Project Management
- Market Research
- Public Speaking
- Presentations and Demonstrations
- Customer Service
- Social Media
- Strong Writing and Editing Skills

## Key Milestones and Leadership

- Oversaw global organization's 100<sup>th</sup> anniversary kick-off event that welcomed over 850 guests from throughout U.S., Canada and international locations. Three-day celebration and preliminary oversight direction included all design and promotional efforts such as radio and newspaper coverage, historic displays, media integration (audio/visual), printed materials, merchandise and coffee-table style devotional book.
- Inaugurated a disciplined, results-oriented sales flow process, gained entrance into new targeted segments, and initiated a comprehensive overhaul of all presentation materials and sales collateral thus contributing to company's consistent year-to-year growth, 24% average annual growth, and tripling of gross sales in eight years.
- Managed and implemented targeted media and organizational involvement strategy for non-profit capital fund campaign that raised over \$8 million. Produced award-winning collateral material.
- Developed award-winning total branding campaign for web-based outdoor adventure product and launched national public relations and media strategy, resulting in increased awareness and significant web traffic.

Life-long learner who eagerly immerses himself in clients' industries and employers' market segments and who studies the strategies and best practices of business thought-leaders. Early adaptor in technology leadership and training, maximizing results and positive client/agency exposure.

Adaptable, diligent professional who meets challenges head-on with confidence, clear goals, and focused implementation.

## Professional Leadership and Affiliations

**Advertising Club of St. Louis** ▪ Board Member  
**American Association of Advertising Agencies** ▪ Gateway Council  
**American Marketing Association** ▪ Member  
**Brightside St. Louis** ▪ Marketing Advisory Committee  
**Business Marketing Association** ▪ Past Board Member, Certified Business Communicator (CBC), TAM Award Chair

**Lutheran Family and Children's Services** ▪ Board Member, Marketing Committee  
**Missouri State University** ▪ Customer Experience Advisory Board  
**National Agri-Marketing Association** ▪ Member  
**St. Louis Agri-Business Club** ▪ Treasurer, Vice-President  
**St. Louis Media History Foundation** ▪ Vice-President, President

## Teaching and Presentation Experience

**Washington University** ▪ Adjunct Professor ▪ Courses: History of American Advertising; Advertising; Foundations of Communication  
**University of Missouri – Columbia: College of Agriculture, Food, and Natural Resources (CAFNR)** ▪ Reich Professor for a Day  
**Concordia University – Austin, St. Louis University, Webster University, University of Missouri – St. Louis, St. Louis Community College – Meramec** ▪ Guest Lecturer in various marketing communications courses  
**Missouri Department of Agriculture – Missouri Agribusiness Academy** ▪ Four-Time Keynote Speaker, "Living Your Brand with Passion, Purpose and Legacy"  
**St. Louis Media History Foundation** ▪ Four-Time Emcee, Annual St. Louis Media Hall of Fame Induction Ceremony

## Published Works

**The Advertising Age Encyclopedia of Advertising, Vol. II** ▪ Contributing Author of "History of Advertising: 1950s" Section

## Professional Experience

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<b>Concordia Publishing House, St. Louis, MO</b>	<b>Senior Manager, Marketing</b>	<b>2017-present</b>
<ul style="list-style-type: none"><li>▪ Joined to lead a dynamic marketing team in strategically developing and promoting core educational products such as Sunday School materials, Vacation Bible School (VBS), Confirmation program, and Bible studies.</li><li>▪ Transitioned into a customer-facing marketing role used to gather customer feedback and insights, uncover unmet wants and needs, analyze and report findings to senior leadership and product development teams.</li><li>▪ Frequent representative at trade shows and conferences, webinar host, focus group/1:1 interviewer, and presenter.</li></ul>		
<b>Lutheran Hour Ministries, St. Louis, MO</b>	<b>Director, Marketing and Creative Services</b>	<b>2016-2017</b>
<ul style="list-style-type: none"><li>▪ New Senior Leadership Team role developed to direct, coach and provide vision for a dedicated 20+ team of marketing, graphic design, web, video production, meetings and exhibits and corporate communications professionals whose mission is to proclaim the Gospel domestically and internationally.</li><li>▪ Familiarized self with non-profit business sector and adapted previous experience of for-profit ideas and strategies.</li><li>▪ Collaborated with and guided creative strategies and development through all media including published works, video programs, web, electronic content, events, promotions and social media.</li><li>▪ As member of Senior Leadership Team helped to set overall direction and collaborate across divisions to promote marketing strategy and business objectives.</li><li>▪ Brand advocate who frequently promoted organization's goals and mission through speaking engagements, presentations, partnership opportunities and trade show booth representation.</li></ul>		
<b>Brighton Agency, St. Louis, MO</b>	<b>Account Director, Senior Account Manager</b>	<b>2013-2016</b>
<ul style="list-style-type: none"><li>▪ Communications leadership for Fortune 500 clients, emphasizing diverse career experience in marketing, advertising, PR and market research.</li><li>▪ Main strategic director for clients' marketing strategy and business objectives, successfully collaborating with both the client management and marketing staff, as well as internal agency creative and account teams.</li><li>▪ Champion brand awareness to effectively gain consumer acceptance via educational initiatives, print and broadcast advertising campaigns, collateral, digital, social media and direct marketing.</li></ul>		
<b>AdFarm, St. Louis, MO</b>	<b>Account Group Lead, Business Development Lead</b>	<b>2011-2013</b>
<ul style="list-style-type: none"><li>▪ Leadership roles with clients, internal management, account services team, and satellite office staff. Coached and supervised multi-location account service team.</li><li>▪ Collaborated with clients to plan and implement marketing strategies. Analyzed market research findings to develop client brand strategies.</li><li>▪ Authored and implemented two-year business development attack plan targeting key regional accounts. Successfully earned major RFP opportunities and landed new accounts for agency.</li><li>▪ Increased visibility and awareness of agency's regional presence through industry partnerships, sponsorships, speaking engagements and leadership roles in trade organizations.</li></ul>		
<b>Ipsos Forward Research, St. Louis, MO</b>	<b>Director of Client Services</b>	<b>2002-2011</b>
<ul style="list-style-type: none"><li>▪ Directed client services for \$10 million agricultural division of an international marketing research corporation.</li><li>▪ Grew new business base, expanded into strategic industries, won loyalty of client base, aggressively marketed firm's capabilities, successfully targeted and won major Fortune 500 clients.</li><li>▪ Hands-on design and copywriting of brochures, booklets, press releases, print ads and direct mail, with top-level oversight of new logo, web design.</li><li>▪ Moderated focus-groups, conducted in-depth interviews, promoted agency through trade show networking.</li></ul>		
<b>Glennon, St. Louis, MO</b>	<b>Account Director</b>	<b>1999-2001</b>
<ul style="list-style-type: none"><li>▪ Managed account executive team and collaborated with creative and administrative staff. Fostered strong client relationships in business-to-business, high-tech industries, non-profits and consumer product fields, resulting in award-winning, effective campaigns.</li><li>▪ Extensively researched industry trends, leveraged networking opportunities, and developed strategy, proposals and winning presentations that impacted agency growth.</li></ul>		
<b>Brighton Agency, St. Louis, MO</b>	<b>Account Executive</b>	<b>1998-1999</b>
<ul style="list-style-type: none"><li>▪ Developed new product launch strategies and media planning for clients, helped clients achieve sales increases, including 47% three-year growth for industry leader.</li><li>▪ Led brand-strategy sessions at national sales meetings; polished, capable presenter to all levels of management.</li><li>▪ Quickly earned confidence and established rapport with clients by demonstrating technical acumen in clients' markets.</li></ul>		

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**Atkinson Group, Inc., St. Louis, MO**                      **Senior Account Executive**                      **1995-1998**

- Prescribed advertising and marketing research for effective communications strategy and product introductions.
- Coordinated international media, direct mail, and collateral material.

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**Sporlan Valve Company, Washington, MO**                      **Assistant Advertising Manager**                      **1987-1995**

- Active involvement and leadership of campaign development, corporate image planning, coordination of engineering input, copywriting and approvals; second contact for all advertising agency activities. Supervised five employees.
- Planned effective media placement in industry trade journals, specified issue placement, purchased space, and ensured advertisements met production schedules. Coordinated and staffed trade show booth.

## Education

**Washington University**    ▪ St. Louis, Missouri    ▪ Bachelor of Science, Communications and Journalism

**University of Missouri**    ▪ Columbia, Missouri    ▪ Bachelor of Science, Agriculture

**Ranken Technical College**    ▪ St. Louis, Missouri    ▪ Associates Degree, Refrigeration/Air Conditioning