



Robert Burgess

CMO

About Robert

An Omni-Channel B2C, B2B, and B2B2C marketing and customer behavior expert, Robert brings 30 years' experience managing programs ranging from startups to \$25 billion across multiple industries. An accomplished CMO with extensive experience in strategic planning, market research, branding, segmentation, ecommerce, marketing communications, direct marketing, CRM, analytics and loyalty he's adept at building departments from the ground up and leading existing programs to higher levels of success. Achieving high performance and operational excellence, Robert adeptly provides transformational leadership to cross-functional teams.

How Robert has Helped Businesses Grow

- Drove rapid growth directing digital and traditional marketing operations, including branding, customer experience, research, investor relations and strategic planning at Your Home Digital.
- Provided leadership and guidance in developing key marketing, communications, and branding strategies across multiple organizations and industries as head of marketing at CMO Advertising.
- Oversaw customer experience, marketing communications, customer service, loyalty, CRM, market research, and analytics at Life Line Screening.
- Directed all marketing functions for Orchard Supply Hardware, one of the largest retail hardware chains. Created omni-channel customer shopping with the goal of maximizing share of wallet.
- Managed store, catalog, and e-commerce channel marketing at West Marine. Oversaw research/analytic functions for new store development and led all customer experience initiatives.
- Increased customer retention and share of wallet through re-alignment of company resources and implementation of an integrated customer marketing program at Verizon.

Executive Marketing Experience

- Chief Marketing Officer, Your Home Digital, LLC
- Senior Vice President & Marketing Consultant, CMO Advertising, LLC
- Vice President Marketing, Life Line Screening
- Vice President Marketing & Ecommerce, Orchard Supply Hardware, a Sears Holdings Corp
- AVP Marketing & Loyalty, West Marine
- Group Manager Marketing & CRM, Verizon

Expertise

Industry Experience

- Healthcare
- Technology
- Retail
- Financial Services
- Wireless/
Telecommunications

Specialties

- Omni-Channel Marketing
- Market Penetration & Growth
- eCommerce
- Market/Consumer Insight

Education

- BBA, Economics -
University of North Texas
- MS, Applied Economics -
University of North Texas

Contact Information

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