

Tom Keefer

Specialties

- Forging B2B Partnership Marketing programs to drive win-win growth plans
- Developing Trade Marketing and Channel Partnership initiatives to stimulate growth and distribution
- Implementation of turnkey Digital Marketing programs
- Consumer Products expert defining and managing brands from ideation and development to distribution and consumer penetration
- Creating and implementing Globalization strategies across manufacturing, distribution and communication
- Leveraging B2B Technology & Consumer Licensing expertise to drive growth and market penetration
- Establishing breakthrough Retail Activations and promotions to drive strong sell throughs
- Developing reorientation strategies to accommodate a “mobile-first” consumer marketplace
- At forefront of latest trends in Omni-Commerce and eCommerce strategies and tactics
- Embracing Sustainable and Conscience Commerce solutions across multiple industries

Executive Marketing Positions

EVP, Strategy & Channel Partnerships, Virtual Piggy & PRIVO, Inc.

SVP, Global Licensing, BBC Worldwide

SVP, Consumer Products, Green Rubber

SVP, G.M. of Mattel Customer Business Team

SVP, International Marketing, Mattel's Girls & Boys Brands

VP, International Marketing, K-Swiss

VP, International Marketing, L.A. Gear

President, West Nally North America Sports Marketing

International Advertising Director, Life Magazine's 50th Anniversary

Advertising Manager U.K., Newsweek International

Contact Information

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Where Tom Can Help Your Business

- Tom identifies and drives B2B strategic partnerships with companies and brands drawing upon deep expertise in Global Marketing and Brand Building; Licensing and Omni Channel Commerce.
- Tom has an award-winning reputation for orchestrating retail activations that bring brands to life with consumers creating profitable retail entertainment and branded statements and strong sell throughs.
- His expertise in creating “breakthrough” channel and consumer marketing strategies through demand generation has driven triple digit growth strategies overcoming distribution road blocks across multiple industries.
- As a Consumer Products leader, Tom has a unique ability to take consumer insights and translate them to regional/national and international product ideation thru to commercialization to accelerate growth.
- A proven expert in helping U.S. based companies to globalize while also providing market entry strategies and solutions for International companies looking to come into the North American market.
- With a deep understanding of the shifting retail landscape and the “mobile first” millennial consumers, Tom can help a company revise its marketing and communications strategies accordingly.
- As a passionate advocate of seeking sustainable manufacturing solutions, Tom remains current on the latest production and technology innovations that can transform and revitalize industries and attract a new generation of consumers.

Success Stories

- From the outset of his career, Tom has been a pioneer in new media from Int'l print to broadcasting and drove several “Global Advertising Firsts” with Newsweek International and Life Magazine.
- At West Nally, Tom brought the 1994 FIFA World Cup to the U.S. shores to establish the sport of soccer in America for generations to come.
- Tom created the first fully integrated Pan-European TV campaign for L.A. Gear on the just-launched MTV European network. By the end of the summer the \$250,000 promotion was self-funded and was a catalyst in driving five-fold brand growth from \$25MM to \$125MM in International sales in one year.
- By creating branded retail statements and shop-in-shops throughout Asia, K-Swiss became a dominant brand in markets such as Hong Kong and Japan. International sales grew from 25% to 53% of total company sales over 5 years.
- In the 6 years Tom oversaw the International marketing for the Hot Wheels brand, sales grew from \$250 Million U.S. to \$750 Million and turned around the brand P&L from losing (\$14MM) to generating \$67MM profit annually. This was achieved by licensing the Ferrari brand vs. NASCAR to best align with consumers and the brand's positioning of Speed, Power and Performance.
- As head of the newly formed Mattel/Sears Holdings Customer Business Team, after a year of operational preparation, Tom was awarded a Vendor of the Year award (90 awards granted to their 90,000 vendors) for the successful implementation of a three-way collaboration with Disney's Cinderella DVD release and the Mattel Cinderella doll.
- With Green Rubber, Tom brought this recycled rubber technology to Timberland to allow the Earth Keeper footwear line to become the most sustainable footwear line in the industry. A decade later, Green rubber continues to be incorporated across their entire Earth Keeper range for Timberland and the VF Corporation.
- The BBC brought in Tom to become a change agent as head of Global Licensing to adopt best U.S. practices to a U.K.-based iconic institution. On his watch, several brands including Doctor Who were brought back in house and subsequently thrived culminating in being awarded the first ever International Licensing Industry Manufacturing Award.

Biography

Tom has been at the forefront of global marketing and brand innovation throughout his career bringing a wealth of expertise across multiple industries.

Additionally, given his experience with Footwear, Sporting Goods, Apparel, Toy, Gaming and Software Technology companies targeting Kids and Teens, he's also known as a Youth Marketing specialist.

Starting his career in London after graduating from UCLA, Tom moved to Europe and helped pioneer International Advertising solutions with Newsweek International. He then became International Advertising Director for Life Magazine's 50th Anniversary issue helping to relaunch this iconic brand. He returned to the U.S. with a Global Sports Marketing agency, West Nally, to identify and secure corporate sponsorships from Coca-Cola; Gillette, Anheuser Busch, and others to underwrite the successful bid by the U.S.S.F. to bring the first World Cup to America for the 1994 FIFA World Cup.

For most of the 90's Tom built Global Footwear, Apparel and Sporting Goods brands with Easton Sports, L.A. Gear and K-Swiss as V.P., International Marketing/Licensing for these companies.

At Mattel, Keefer held several leadership positions over an 8-year period including S.V.P., International Marketing overseeing a team of 50+ Marketing Directors managing \$1.5 Billion of Boys and Girls Brands inclusive of Barbie®, Hot Wheels® and iconic Entertainment brands in partnership with the leading studios including Toy Story®, Batman® Cars®, and Harry Potter®.

During his tenure at Mattel, Keefer was tapped to become the SVP/GM of one of the first Customer Business Teams which resulted in being honored with the Sears Holdings Category Vendor of the Year award.

Post Mattel, Tom managed the Global Licensing Rights for the 2010 FIFA World Cup for the Toy and Sporting Goods categories. Concurrently, he headed up the Global Consumer Product Division of Green Rubber to bring a Recycled outsole technology to the Footwear industry for companies like Timberland®.

Based in New York and London, Tom headed up the BBC Worldwide Global Licensing Team managing a portfolio of Kids and Teen brands inclusive of Teletubbies, Top Gear and Doctor Who, earning the first ever International L.I.M.A. Retail Excellence award.

Tom helped launch and grow a tech-start up called Virtual Piggy (think Paypal for kids) that delivered a COPPA-compliant youth payment solution. Most recently advising PRIVO, Inc. in developing IAAS (Identity-As-A-Service) COPPA-compliant solutions for youth targeted brands.

Throughout his career, Tom has been a Global Retail and Omni-Channel specialist. The thread throughout has been his ability to embrace and promote new technologies to ensure retail brand relevance in serving the Footwear, Apparel, Sporting Goods, Toy, Licensing, Fashion and Tech industries.

Tom recently launched a conference called Melange that explores the latest innovations in Omni-Commerce and Wearable Technologies which are driving the convergence of Fashion and Technology.

For the past decade, Tom has been an advocate and catalyst for seeking sustainable manufacturing and conscience commerce solutions particularly in the footwear and apparel industries.



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Fractional CMOs for Accelerating Growth

Chief Outsiders, LLC is an "Executives-as-a-Service" firm helping grow mid-sized companies from coast to coast with part-time, or fractional, Chief Marketing Officers. Unique among strategic marketing and management consulting firms, Chief Outsiders CMOs work as part of the company leadership team on a fractional or as-needed basis to not only help develop market based growth plans, but to be responsible for implementing the plans within the company.