

# Stephan Longo

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## Profile

Seasoned marketing executive from both agency and client-side disciplines building and leading a complex and dynamic organizations into high growth companies. Delivered 315% revenue growth through a comprehensive linear and digital marketing program over 7 consecutive years.

Passion for developing talent, teams and agency partners that can quickly adapt to dynamic market conditions.

Skilled in start-up, rapid growth, multi-unit retail brands, global public company, and transformational organization experience.

Data-driven with measurement, analytics, marketing research and attribution as a primary reason behind success and growth.

### **VICE PRESIDENT OF MARKETING, REPIPE SPECIALISTS; BURBANK, CA – 2015-PRESENT**

The largest Repiping company in the U.S., repiping homes, HOA's and apartments in 15 States. Private Equity owned.

- Development of marketing growth goals, direct-response advertising strategy, brand development and implementation. Managed the re-positioning our brand equity and customer value proposition based on primary research and customer panel studies to drive increased qualified leads with segmented content.
- Scaled marketing efforts to grow service area coverage from 5 states to 15 states through a comprehensive media mix using a channel-level attribution model and growing revenue from \$21 to \$76M with reduce CPL of over 30%.
- Utilization of TV, OTT, streaming radio, radio, programmatic, digital, print, paid search and re-targeting with a marketing budget from \$4-\$10M over last 6 years.
- Construction of a consolidated media plan including lead tracking and ROI metrics, built to incorporate Call Tracking Metrics analysis, serving as an internal tool for daily monitoring leads and appointments in real-time, integration with Google/Bing ads and scaling our marketing program for continued growth and expansion.
- Deployment of online local brand presence, designed specifically for a qualified lead-gen strategy through development of 54 regional micro-sites across 15 states including content, design, SEO, listing/review sites, tracking metrics, mobile optimization and segmented paid search program for efficiencies.

- Design and oversee ongoing customer satisfaction surveys probing purchase dynamics, isolating those who purchased from those who did not, to assist marketing efforts by delivering personal, authentic and relevant marketing messages that are region-specific.

**VICE PRESIDENT OF MARKETING, RENT-A-WHEEL; LOS ANGELES, CA – 2011-2015**

The largest rent-to-own retailer of wheels and 7th largest tire retailer in the U.S., with over 135 retail locations in 18 States.

- Responsible for the Rent A Wheel/Rent A Tire brand, marketing communications and customer experience. Utilize highly targeted and qualified marketing programs for 127 company-owned and 8 franchisee retail locations in 18 States. Oversee and direct all creative, brand positioning, content, online/offline media, public relations and P&L.
- Delivered a four-year consecutive YOY 200% increase of customer leads to our entire footprint of retail locations, while reducing CPL by 22%.
- Development and launch of a PPC and re-targeting program with 24/7 real-time tracking, online landing pages and recorded customer calls to aid and improve customer service and selling skill efforts.
- Increased revenue over 320% by initiating a promotional strategy supported by manufacturers to offset cost; executed by a push-pull marketing campaign primarily digital based, supported by social media mobile advertising, streaming radio utilizing celebrity VO talent, top-funnel email campaign, paid search and in-store POP.
- Initiated an incremental revenue source of lead and email captures by leveraging website traffic to deliver over 5,000 leads each month driving a 14% conversion to sales. Stores received automated leads in real time accompanied with contact information, product interest detail, pre-approval certificate and contact method/time preference .

**DIRECTOR OF MARKETING, AMERICAN TIRE DISTRIBUTORS/TIRE PROS; HUNTERVILLE, NC – 2002-2011**

Second largest tire retailer in the U.S., with 360 franchise retail locations in 32 States. Operated by American Tire Distributor, the largest U.S. tire distributor.

- Directed all marketing communications for the Tire Pros franchise and oversaw marketing team of 12 internal and 4 external employees. Managed marketing strategies, creative, content, media, public relations, national and local ad planning and worked directly with manufacturers like Michelin and Bridgestone for promotional and coop programs. Served as national representative for corporate marketing at annual dealer council meetings.
- Directed the design of the first turnkey local and national advertising program, incorporating a modular branded approach for print, radio and TV. Extremely successful in franchisee adoption rate and dramatically increased sales 30% with the industry as a whole down 4%.
- Development of a research model for dealer base to incorporate in advertising programs. The results compare individual store product screens (sizes and fitments) to local area product potential, yielding maximum inventory management for each franchisee and optimum product offering via advertising to their potential customers.

- Managed a profitable online marketing strategy through SEO expansion, franchisee URL linking arrangement, e-commerce sales via TireBuyer.com with a distinctive consumer opt-in campaign and dealer-based PPC programs driving incremental revenue.

**DIRECTOR OF MARKETING, LAVI INDUSTRIES; VALENCIA, CA – 1996-2002**

Provider of public guidance, crowd control solutions, and queue management systems for retail, entertainment, hospitality, food service, airports and stadiums/arenas.

- Directed all marketing efforts of the company with objectives to grow all product lines by earning incremental market-share in a highly competitive industry. Transforming company from outbound sales to inbound qualified leads to service.
- Planned and implemented a comprehensive marketing plan with major focus on brand development, segmenting vertical markets with specific products and messaging.
- Developed a direct response campaign, in concert with the overall marketing plan that allowed our inside sales team to concentrate on nurturing higher potential prospects resulting in a higher lead-to-sales ROI.
- Through an orchestrated PR and print campaign, sales revenue doubled to \$185M in 4 years.

**ADVERTISING MANAGER, XIRCOM; THOUSAND OAKS, CA – 1991-1996**

The leading manufacturer of PC Card and CardBus communications products for connecting mobile and remote portable PC users to corporate networks. Acquired by Intel in 2001.

- Managed the advertising and promotional marketing agencies for end-user and channel communications.
- Managed an annual advertising expenditure of over \$9 million, including International offices.
- Recruited advertising agency (Goldberg Moser O'Neil in San Francisco) to address rapid growth from acquisitions, new product introductions and product-line extensions.
- Implemented a primary research study to probe inquiry database (examining buying patterns, and decision/evaluation processes), segmenting two polarizing opposite targets (F1000 IT and Executive-Level Management), to tailor the marketing communications message.
- Throughout a 5+ year tenure with change being a constant, rapid product obsolescence easily accepted as the 'norm', facing ongoing competition from the likes of 3Com and IBM-gross sales grew from \$22M to over \$550M.

## Education

California State University, Northridge - Business Administration, Marketing - 1989  
Bachelor of Science

## Skills

Market-facing, integrated marketing expertise with a deep understanding of marketers' customer pain points that creates relevancy and results.

Expertise in identifying market opportunities and capitalizing on trends that consistently deliver revenue and market share growth (product to messaging to programs).

Versed in the art (creative) and science (analytics, technology) of integrated marketing to develop differentiated go-to-market strategies, techniques and programs.

Passion for developing talent and teams that can quickly adapt to dynamic market conditions.

Start-up, rapid growth, multi-unit retail brands, global public company, and transformational organization experience.

Data-driven with measurement and analytics as a primary reason behind program success.

Lifecycle marketer with the know how to acquire customers, engage them and retain them, ensuring the customer's needs are met and exceeded at every stage

## Key Points

Anyone can execute on a marketing plan, check a box, and fill the bare minimum for customers. And to be honest, I've worked with enough companies who are happy with that—but it isn't enough for me. It never is.

It's not enough to have a marketing person who executes on orders; I help devise powerful, customized strategies that support the business and connect with and engage the customer.

A true, seasoned marketing executive sees strategy in terms of two things: no wasted effort and no missed opportunities. While most marketing people get caught in the weeds of execution and operations, I can evaluate, assess what is working and what isn't, and allow the company to pivot where and when it's critical to serve the needs of its biggest customer base.

Doing everything is not a marketing strategy, I uncover what drives revenue and what delivers conversion and then build into a marketing strategy.

Anyone can grab at the first line of data. But I don't just take the generalized data that's given; I know the best questions to ask of data/big data to feed the most fruitful marketing efforts.

Revenue doesn't come simply from the number of calls, captures, clicks, or transactions—the smartest marketing efforts create quality connections that yield profit over time.