

Andrew Martschenko

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Director – Marketing, Brand Strategy

Proven excellence in driving market expansion, increasing brand awareness, and achieving sustainable revenue growth through high-impact, brand and marketing strategies. An accomplished consultant with hands-on experience in uncovering insights, creating content, directing teams, mentoring talent, and managing key clients.

— Areas of Expertise —

Affinity & Brand Consistency | Brand Development | Brand Equity, Strategy, & Management | Client Presentation | Creative Briefs & Design Impact | Compliance & Brand Governance | Customer Insights & Experience | Customer Lifecycle Management | Internal & External Campaigns | KPIs & Analysis | Partner Relationships | Sprints & Innovation Strategy Strategic Planning & Execution | Staff Coaching & Mentorship | Financial Management/Forecasts | Management/Budgets Project Management | Account Management

Professional Experience

BrandScenario LLC. (www.brandscenario.com)

Senior Brand and Marketing Strategist – Fairfield, CT

03/2018 – Present

Excel as an expert strategist with a client focus on big picture vision and strategy alignment; design, plan, and conduct leadership workshops while positioning brand across organizations and developing marketing strategies that support brand priorities. Key clients: Baker Hughes, BetStars, Booz Allen Hamilton, Carrier, Epoch Investment Partners, Facebook, GE, Geisinger, Intuit, Microsoft, Midea and Toshiba Home Appliances, TD, Verizon, and William Hill.

Key Accomplishments:

- Enabled Baker Hughes to determine the most-effective brand strategy to drive brand value and impact with customers following its spinoff from GE.
- Optimized Carrier's fire and security brand portfolio by refocusing from 20+ brands to 8, empowering the newly independent company to invest and grow the brands with the greatest future potential.
- Conducted comprehensive market research to identify the best partner for William Hill to expand its sportsbook business in the United States.
- Developed a range of brand architecture models that enabled Facebook to better position its marketing partners third-party ecosystem to small and mid-size business customers.
- Co-designed and facilitated a global brand sprint and strategy with executive, marketing, sales, and product management leaders from Midea and Toshiba to redefine the Toshiba Home Appliance brand.

Clear - an M&C Saatchi Company (www.clearstrategy.com)

Brand Director – New York, NY

02/2017 – 02/2018

Co-developed and implemented a marketing plan covering IP (data privacy and talent brand), articles, speaking engagements, and social media. Key clients: Allianz Global Investors (brand strategy), Ellucian (analytics and strategy), Heineken (concept development - flavor innovation), and Johnson & Johnson (talent acquisition marketing).

Key Accomplishments:

- Designated by executive leadership to increase awareness of Clear's capabilities with CMOs and establish a \$2M B2B vertical business in self-starter mode.
- Developed an innovative B2B insights offering and business plan to vertically grow in US and China.

Interbrand - an Omnicom Company (www.interbrand.com)

Senior Director – Shanghai, China

03/2016 – 02/2017

Handpicked by the Asia-Pacific CEO to mentor the incoming China office CEO, optimize creative and strategy team integration, monitor global trends and consumer insights, as well as motivate cross-functional teams across the Shanghai and Beijing offices. Key clients: Delta Electronics, Huawei, M Industries, Neusoft, and Tmall (retail).

Key Accomplishments:

- Served as ExCom member and crisis management point to sustain integrity of the Shanghai office and its personnel. Streamlined operations processes, finances, and end-to-end business performance as well as optimized recruitment, hiring, and cross-functional team integration.

Director of Brand Strategy - New York and Toronto

01/2009 – 03/2016

Acted as client engagement director and manager of direct reports with annual performance reviews. Projected financials, administered consistency and checkpoints, conducted monthly revenue reviews, and introduced client growth plans. Key clients: 3M, Accion International, AT&T, BNY Mellon, Brookfield, BRP, ChoicePoint, Datsun, DeVry, DTCC, Emerson, GlobalFoundries, Golf Channel, Hertz, Hyatt, John Deere, Johnson Controls, MUFG, Nissan, NYSE, PGA of Great Britain and Ireland, Renault-Nissan, Qualcomm, Ryder Cup, S&P Global, TE Connectivity, UL, USGA, and Vertiv.

Key Accomplishments:

- Brainstormed innovative ideas to scale projects into multi-year, multi-million dollar relationships ranging from \$100K to \$4M; co-designed an agency partnership model (advertising, branding, digital and media).

Head of Strategy - Singapore

012/2006 – 12/2008

Selected to re-structure the client engagement model and transform a regional office from narrowly focused, phased projects to multi-year client relationships generating \$4M per year. Key clients: AIG (Hong Kong), Bank NISP (Indonesia), BDO (Philippines), Bridge Mobile Alliance, CIMB (Malaysia), MiTEC (Taiwan), SCB (Thailand), Singapore Apparel/EDB (Country Branding), Singapore Land Transport, ST Engineering, and Vietnam International Bank.

Key Accomplishments:

- Re-vitalized the strategy team with a keen focus on workflow and established performance standards based on client outcomes, collaboration, and professional development.

Additional experience as **Director Corporate Branding - New York** with Interbrand an Omnicom Company | **Senior Associate** with Lippincott - an Oliver Wyman Company, Boston | **Associate – New York** with Addison

Education and Credentials

Bachelor of Science in Business Administration (Finance) | Manhattan College – Riverdale NY

General Assembly | New York NY

- **UX Design (2020):** Design Thinking, User Research, Content, Wireframing, Prototyping, Usability and Technical Testing
- **Product Management (2019):** Problem Statement/Hypothesis, Feature Prioritization and MVP, Task Scenarios, Usability Testing, OKRs and KPIs, User Stories and Acceptance
- **Digital Marketing (2018):** Strategy and Planning, Channels, Retail and SEO, Content Marketing and Social, Acquisition & Conversion, Engagement & Retention, Analytics, Metrics & Reporting