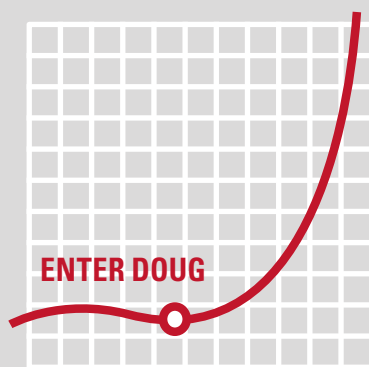


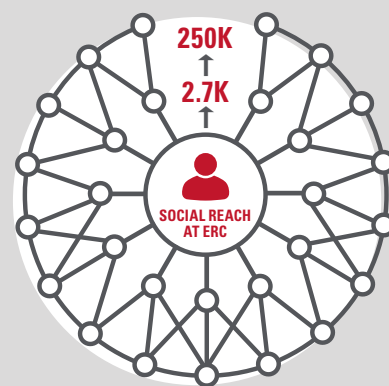
# DOUG WEISS

CHIEF MARKETING, GROWTH AND CUSTOMER EXPERIENCE OFFICER

Superior vision, exceptional teamwork and world-class customer experiences that drive rapid, profitable growth.



BY TAKING A DATA-RICH CUSTOMER-CENTRIC APPROACH, DOUG HELPS COMPANIES EXPERIENCE **EXPONENTIAL** GROWTH, FAST.



HE DOES THIS BY CREATING **STRONGER** CUSTOMER CONNECTIONS.



FOCUS ON FORMS-BASED MARKETING INCREASED LEAD CONVERSION RATES AT INTEGRATED FROM: **1.5% → 11%**

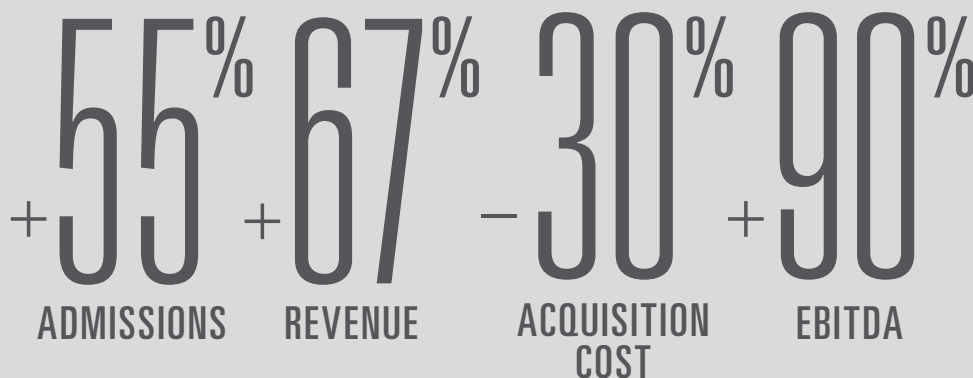
**"IF YOU WANT TO QUICKLY DELIVER THE RIGHT SERVICE, ASK CUSTOMERS THE RIGHT QUESTIONS."**

RAPID CALL RESOLUTION BY EMPOWERING TEAMS WITH THE RIGHT INFORMATION: **5MM CALLS → 3.5MM CALLS**

**"IF YOU WANT BETTER CONVERSIONS, LISTEN TO YOUR CUSTOMERS. SIMPLE AND EFFECTIVE."**

EXPONENTIALLY DECREASED CALL ABANDON RATE & INCREASED NET PROMOTER SCORE FROM **-8 > 20**

**"IF YOU WANT TO BUILD CUSTOMER LOYALTY, MAKE THE EFFORT TO BUILD STRONG RELATIONSHIPS."**



**ACHIEVED IN FIRST 3 YEARS AT EATING RECOVERY CENTER**

**20% SERVICE REVENUE INCREASE**

**IN FIRST SIX MONTHS AT ADVANTAGECARE**

**"Maximizing opportunities when data is your greatest asset."**



## TECHNOLOGY

DOUG IS AN  
**EXPERIENCED  
MARKETING LEADER**

WITH EXPERTISE WORKING WITH  
A VAST ARRAY OF MARKETING  
TECHNOLOGY PLATFORMS.

### PHONE

- Ring Central
- Shortel
- Zoom
- Ready talk

### CRM

- Salesforce
- Siebel
- Zuberance

### SUPPORT

- Kentico
- Skuid
- Litmos
- Ready talk
- Hootsuite
- SumTotal
- WalkMe
- Triblio
- Axiom
- Drift
- Vitals

### ANALYTICS

- Converseon
- Meltwater
- Cirrus Insight
- Buxton
- Brightmetrics
- Google Analytics

### SOCIAL

- Facebook
- Twitter
- Instagram
- Pintrest
- YouTube
- LinkedIn

## THOUGHT LEADERSHIP AND RECOGNITION

**LEADERSHIP,  
INNOVATION, BREAK-THROUGH  
MARKETING AND  
GAME CHANGING RESULTS**

• **Dreamforce**  
2016, 2012, 2010

• **CMO Innovation**  
2013

• **Word of Mouth Marketing  
Association**  
2012

• **WOMMY**  
2016

• **SAMMY**  
2012

• **Telly Award**  
2011

• **100+ online awards**

## EDUCATION

HE HAS A  
**PASSION  
FOR LEARNING  
AND CONTINUAL IMPROVMENT.**

• **University of Connecticut**  
M.B.A., Healthcare Management

• **Middlebury College**  
B.A., American History,  
*cum laude*, high honors

• **Harvard Business School**  
Leading Change and  
Organizational Renewal

• **The Tuck School of Business**  
Breakthrough Innovation,  
Hypercompetition

DOUG ALSO ENJOYS  
**SERVING ON BOARDS**

• **Salesforce Healthcare Industry**  
Advisory Board Member

• **Board of Directors Member**  
Freecreditreport.com

• **FirstSense Medical**  
Advisory Board

Doug is a highly intelligent, highly innovative marketing executive with vast experience thinking outside of the box.

— **RICHARD KRAUS,**  
CHAIRMAN OF THE BOARD  
AND CO-FOUNDER OF ERC

1035 MONACO PKWY, DENVER, CO 80220 | 201.280.4418  
[DOUGWEISSHHK@GMAIL.COM](mailto:DOUGWEISSHHK@GMAIL.COM) | [IN/DOUGWEISSHHK](http://IN/DOUGWEISSHHK)