

Sallie Merritt Green

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Branding and Marketing Leader

PROFILE	Branding and marketing leader with experience in all media, particularly digital, broadcast, and print. Expertise in brand, product, and marketing strategy. Successful producer of award-winning creative content. Proven ability to create innovative solutions to business problems and execute efficiently. Effective manager of cross-division, and cross-company, teams. Great communicator. Believes culture and creativity are equally as important as strategy and analysis.	
SKILLS	Account Management / Analysis / Brand Management / Broadcast Production / Creative Development / Ideation / Leadership / Listening / Marketing Strategy / Media Planning & Placement / Negotiation / Project Management	
EXPERIENCE	v2 Design / Beverly Hills, CA	2019-Present
	<i>Managing Partner and Founder</i> After successfully selling the Signal Theory name and associated IP, launched a new branding and design agency called v2 Design. <ul style="list-style-type: none">• Creative agency for Pokémon Trading Card Game.	
	Signal Theory / Beverly Hills, CA	2003-2018
	<i>Managing Partner and Founder</i> Founded and managed Signal Theory, a branding and advertising agency. <ul style="list-style-type: none">• Acquired new clients, supervised full-time and freelance staff, negotiated contracts with clients and vendors, directed account managers and creatives, controlled multi-million dollar budgets, secured project financing, approved all operational issues.• Creative agency for Pokémon Trading Card Game 2003-2018; launched Pokémon TCG in the U.S.• Created identities for clients including DailyCandy and Shopzilla.• Created and produced 50+ television commercials for Pokémon and Nintendo.• Launched an in-house animation studio that produced award-winning work.• Planned and placed millions in media for many clients, including Pokémon (TV, digital, print, outdoor & radio).	
	Fandango, Inc. / Los Angeles, CA	2001-2002
	<i>Vice President, Marketing and Product Development</i> Directed all marketing and product development efforts for the launch of movie-ticketing service Fandango. <ul style="list-style-type: none">• Key member of the executive team, making significant strategic contributions to all critical management and operational decisions for the company.• Developed brand and product strategies for Fandango's desktop and mobile brands. Developed all product enhancements and managed a monthly product release schedule.• Directed the creative development, execution, and distribution of all branded marketing communications, including in-theater collateral, promotional trailer, print, outdoor, and digital media. Negotiated contracts with outside agencies.• Directed all Fandango public relations efforts.	

EXPERIENCE
cont'd

GreenSky / Los Angeles, CA

1999-2001

President & Founder

Founded a creative, strategy, and marketing consultancy. Managed sponsor involvement in a \$2 million web-based marketing program created by Warner Bros. Records. An 8-city concert tour, 2 webcasts and digital marketing elements promoted Toyota's new Echo, Celica, and MR2 Spyder.

Clarity Station / Los Angeles, CA

1998-1999

Vice President, Strategy and Development

Developed corporate strategy and secured new business for Clarity Station, a strategy, media, and themed-entertainment company.

- Negotiated and facilitated a \$6.9 million contract with Walt Disney Imagineering and AT&T for a Spaceship Earth post-show at Epcot.
- Secured 2 contracts from Busch Entertainment for attraction development.
- Developed a comprehensive themed-entertainment strategy for AT&T's alliance with The Walt Disney Company.

The Walt Disney Company / Burbank, CA

1996-1998

Account Director, Corporate Alliances

Directed four multi-divisional, multi-national Disney strategic alliances—American Express, AT&T, FedEx, and Kodak. Worked with Disney's filmed entertainment, theme parks, consumer products, regional entertainment, and ABC/ESPN divisions to develop and implement marketing programs with each partner.

- Generated more than \$40 million in incremental investment from existing alliance partners.
- Led team to rehabilitate Kodak-sponsored pavilion in Epcot, resulting in significant incremental capital investment from Kodak.
- Converted an unused FedEx marketing commitment into barter animal transport in support of Disney's Animal Kingdom in Florida.
- Negotiated \$2 million incremental AT&T investment in a Disneyland Innoventions exhibit in California.

EDUCATION

University of Michigan / Ann Arbor, Michigan

BA dual degree in English and Economics. Graduated with distinction.

The Institute of Economic and Political Studies (INSTEP) /

London School of Economics / International Institute for Strategic Studies

Radcliffe Publishing Course / Harvard University