

KIM KIMMEY

Tel: 832-452-6242

kkimmey@theworkks.com

kim.kimmey@rice.edu

ACCOMPLISHED MARKETING COMMUNICATIONS PROFESSIONAL

Seasoned University Lecturer • Integrated Marketing Specialist • Strategic Planning • Brand Management • Market Analysis • Corporate Communications • Public Relations • Digital Communications and Social Media • Presentation Development/Coaching • Executive Training

Senior Marketing Executive with over 30 years of building successful integrated marketing programs to maximize brand equity, drive product/service demand and position companies within target markets and geographies. Over 15 years of teaching communications and marketing courses to graduate and undergraduate students.

HIGHER EDUCATION/TEACHING EXPERIENCE

RICE UNIVERSITY, Houston, Texas

2008 to Present

Faculty

Jones Graduate School of Business

Teach leadership communications course and workshops as part of the core MBA program. Also teach marketing electives in Brand Management and Web 2.0: Doing Business in the Digital Age. Serve as faculty advisor for the Jones Graduate School Action Learning Project (ALP) and as mentor for OwlSpark, Rice-sponsored start-up accelerator.

UNIVERSITY OF HOUSTON-DOWNTOWN, Houston, Texas

2004 to 2007, 1993 to 1999

Lecturer

Taught classes within the Marketing and English departments, including: business/technical report writing • core marketing course • marketing communications • advertising. Developed curriculum to mirror business environment, including use of case studies and guest lecturers. Regularly advised students on how to employ teachings and techniques to their professional careers. Scored above average on student evaluations for each course taught.

CORPORATE EXPERIENCE

THE WORKKS, Houston, Texas

2008 to Present

— *Marketing, communications and public relations consultant*

Principal and Owner

Marketing and public relations consulting services, including preparation of marketing/pr plans and strategy, brand strategy, and marketing communications for key client initiatives. Provide presentation training/coaching.

Representative projects include:

- Texas Lawbook – Marketing advisory services for a start-up electronic publication firm
- Friends For Life No-Kill Animal Shelter – Marketing and branding advisory services
- Exterran: Integrated marketing and communications plan
- Halcrow: Strategic planning and preparation of multiple multi-million dollar proposals
- Dashiell (through Communication Plus): Marketing platform review and performance study

BRACEWELL & GIULIANI LLP, Houston, Texas

2007

— *Full-service international law firm with over 440 attorneys and 8 offices*

National Director, Marketing Communications

Served as brand manager for external and internal communications. Responsibilities included development and oversight of all firm-wide marketing materials, including brochures, newsletters and other printed collateral, e-communications, internal and external website, advertising, trade show graphics and related materials.

Coordinated in-house communications staff and outside vendors in execution of marketing projects.

- Worked with business development professionals and attorneys to provide strategic direction on practice-level plans and campaigns.
- Improved website hits by applying client focus to content and graphics.
- Cut marketing expenditures by 20% by reengineering existing graphic standards and practices.

FULBRIGHT & JAWORSKI L.L.P., Houston, Texas

2006 to 2007

— *Full-service international law firm with over 1000 attorneys and 16 offices*

Client Team Program Manager

Directed firm's client team program, including program and individual team strategy development, competitive intelligence, training and quarterly management reporting. Also responsible for the client visit program.

- Increased number of teams in program from 20 to 67 in less than one year.
- Significantly improved effectiveness and efficiency of client team program through enhanced strategic planning, attorney training, development of competitive intelligence systems, and alignment of team goals and activities to client needs and future direction.
- Initiated client team industry discussion groups to improve team accountability and integrate the activities of the client teams with the firm's practice groups and best practices.
- Planned and conducted client team training workshops throughout key firm offices. During workshops, worked with individual teams and senior attorneys to prepare team plans and client-focused initiatives.

KIMMEY MARKETING AND PUBLIC RELATIONS, Houston, Texas

2004 to 2006

— *Full-service marketing, communications and public relations consultants to Fortune 100, 200 and 500 clients*

Owner/Principal

Representative projects included:

- Univation Technologies (through Brookwoods Group): Developed an integrated three-year marketing plan for a subsidiary of ExxonMobil and Dow Chemical Company. The plan incorporated targeted client analysis and sales plans; rebranding program (website, marketing collateral and internal communications), and initiative/total program budgets and priority report. Developed associated public relations and e-communications systems.
- Confidential Hospital: Prepared plan and executed 24/7 internal and external communications response and training to minimize impact from an organizational crisis. Provided general public relations consulting and services to enhance hospital's image within the community.
- SunGard Enform Consulting: Teamed with corporate marketing and Enform management to tailor new corporate branding program to specific Enform needs. Assisted Energy and Financial Services groups in launch of new "products" (branded technology solutions). Prepared and implemented annual client events/conferences plan. Prepared conference presentations and coached senior executives in delivery.

VINSON & ELKINS LLP, Houston, Texas

2001 to 2004

— *International law firm with over 700 lawyers throughout 12 offices worldwide*

Director of Marketing Communications

Managed a \$4+ million marketing budget and a team of 10 (8 full-time, 2 part-time) in developing external communications across: • website • branding program • marketing collateral • advertising • client and firm events • community relations • recruiting program • charitable giving/volunteer program. Worked with CMO to develop marketing department plans, financials and reporting, implement performance optimization processes and procedures, develop staff training and establish overall department direction.

- Developed marketing strategic plans and budgets for firm-wide initiatives and over 20 practice areas.
- Slashed marketing expenditures by approximately \$420,000 annually through implementation of systems and procedures to increase department efficiency and reduce production costs.
- Managed over 300 communications projects per year, including advertising, brochures, e-communications, announcements, presentations, reprints, handouts, invitations, newsletters, videos, etc.
- Oversaw over 70 client and firm events per year, including conferences, seminars, annual firm meeting, community events, annual client party and client entertainment functions.
- Expanded firm's branding program from 2 "products" to over 30 different types of marketing collateral, enabling marcomm team to better target internal client objectives and reduce production costs by 40%.
- Produced firm's first annual report and key initiative communications (Women's Initiative, Diversity, etc.).
- Launched and managed award-winning website redesign.

HILL AND KNOWLTON PUBLIC RELATIONS, Houston, Texas

2000 to 2001

— *International public relations consulting firm with 73 offices throughout 39 countries*

Managing Director

Held key program management role for energy and technology client accounts. Representative accounts included:

- Compaq Computer: H&K manager for Compaq Consumer Group account, representing an annual H&K staffing budget of \$2.5 million. Prepared FY00 public relations plan and budget. Led team that designed and implemented launch of Compaq's new iPAQ sub-branded products including major launch event in New York. Assisted in creation of multi-media production including executive presentation training.
- ExxonMobil: Led team in developing a corporate executive speech program to gain widespread exposure for key ExxonMobil perspectives through targeted speaking engagements. The effort included presentation coaching for selected operational and functional executives.
- PetroCosm: Led team in providing public relations planning and implementation for a new global Internet energy marketplace. Planned launch events and developed an aggressive proactive media campaign to expand company's exposure and position it as the most viable global energy eMarketplace. Successfully placed byliners in targeted publications.

K•K•JOHNSON AND ASSOCIATES, Houston, Texas

1992 to 2000

— *Full-service marketing, communications and public relations consultants to Fortune 100, 200 and 500 clients*

Owner/Principal

Representative projects included:

- KPMG Southwest Resource Group: Marketing Consulting (100+ projects over 4 years)
- Arthur Andersen Global Energy Practice: Marketing Communications and Public Relations Consulting
- Andersen Consulting: Marketing Communications and Special Events Planning (8+ projects over 2 years)
- Deloitte & Touche: Marketing Department Reorganization, Marketing Communications (30+ projects)
- Marathon Oil Company: Marathon Project Management Process (MPMP)
- Texas Instruments: Product Line Marketing (30+ projects over 3 years)
- Brown & Root: Marketing Consulting (15 projects over 4 years)
- Wholesale Electric: Marketing Consulting (20+ projects over 2 years)
- Sugar Land Municipal Airport: Market Analysis
- Columbia/HCA Houston Division and Tenet Healthcare: Media Relations
- Service Corporation International: Marketing Best Practices Notebook
- HOK: Media Training

EDUCATION

MS MARKETING, Texas A&M University, College Station, Texas

BBA MARKETING, Baylor University, Waco, Texas

AWARDS

Gold Award for V&E Website, Internet Marketing Attorney

Standard of Excellence Award for V&E Website, Web Marketing Association

Certificate of Excellence, Art Directors Club of Houston

Terry Berg Award, Society for Marketing Professional Services (SMPS)

PROFESSIONAL ACTIVITIES

Communications/Outreach Advisory Committee, Texas Access to Justice Commission

Entrepreneurs Strategic Interest Group, International Association of Business Communicators (IABC)

Mentor, OwlSpark and TMCx Start-up Accelerators

Advisory Board, Scimby and MiLot Start-ups

Houston Interactive Marketing Association (HiMA)

American Marketing Association (AMA)/Houston Chapter

NAWMBA/Houston Professional Chapter

Animal Advisory Committee, City of Houston