

Thaddeus Henderson

Global Customer Marketing Manager

Personal Profile:

Leveraged transactional customer data to trigger multi-channel campaigns to customers and initiate a proactive or reactive task for internal teams. Actioned current customer purchasing behaviors to model and predict future upselling & cross-selling patterns successfully. Forged a white glove customer support model utilizing API automation and reducing manual labor. Persuaded leaders to shift resources and realign our business model to the customer at the center of every journey, making it easier to do business with us.

Contact Details:

[Redacted]

Phone: [Redacted]

[Redacted]

LinkedIn: [Redacted]

EMPLOYMENT HISTORY:

Global CRM Manager, Commercial

The Chaamberlain Group, LLC
March 2020 - Present

Developed the first automated lead scoring model at CGI accounting for record leads attached to new products. Responsible for configuring, maintaining and providing oversight to the Executive Leadership Team and implementation of CGI's CRM Application of across multiple brands

- **Revenue Growth:** Responsible for customer growth on the Partner Portal. Developed a strategy to increase online orders and deflect support calls resulting in a 10% increase in revenue and a decrease in call time.
- **Increase Sales:** Developed and scaled the use of Pardot Engagment Studio with the Sales team. Also created training material to allow sales and marketing for better collaboration.
- **Curbing Churn:** Launched the first fully automated customer onboarding after registration. The new onboarding series saw an increase of 25% of new customers using training.
- **Voice of The Customer Champion:** Facilitated a Responsible for the creation and development of lead nurturing for emerging markets and new products. .



EMPLOYMENT HISTORY:

Global Customer Marketing Manager

Verizon Business Group; Verizon Connect
Feb 2018 - Present

Reduced customer churn to a record 1.72% in 2019 by designing and executing a global customer journey strategy that leveraged customer transactional & usage analytics. Received the 2019 Verizon Connect Spotlight Award for Lowest Quarter Churn.

- **Revenue Growth:** Constructed marketing programs and campaigns that generated incremental revenue through increased customer engagement and loyalty. Maximized customer opportunities, which lead to upsell, cross-sell, retention, and loyalty activities for the CS organization.
- **Go-To-Market Retail:** Created the GTM Strategy to take the Verizon Connect brand into Verizon Retail stores (100 across the US Pilot). Created a strategy, based on customer behavior analytics, business revenue goals, and retail consumer analytics. Worked cross-functionally to define & build measurable objectives, KPI's, and deliverables built upon an omnichannel approach.
- **Curbing Churn:** Forged "The Winning Edge" playbook for winning back disengaged customers. Partner with the global product & commercial teams to ensure all marketing is grounded in customer (and competitor) data & insight.
- **Voice of The Customer Champion:** Facilitated and managed integrated customer engagement and communication programs, which include a team dedicated to in-person/virtual events, workshops, customer advisory board, annual conferences, awards programs, and more.
- **Customer Journey Creation:** Designed the first user Map Journeys to align key messages across relevant outbound sales touch-points and build plans detailing message content, cadence, and delivery methods to increase overall customer education, awareness, and engagement with new products.
- **Global Customer Success Team Lead** - Mobilized the successful integration of Fleetmatics, Telogis & Verizon Telematics into Verizon Connect under the Verizon Business Group. Serving as a Team Leader while maintaining a team of eight employees across the United States & The United Kingdom.

EMPLOYMENT HISTORY:

OUTBOUND MARKETING MANAGER

Payline Data, Chicago, IL.

October 2016 - February 2018

Surpassed outbound sales growth expectations by 50% by creating, testing, and analyzing results of new customer adoption analytics and engagement for expansion across outbound marketing and sale channels. Forged a partnership with Outbound Sales team to build new revenue sources and partnerships and create demand for new & existing products through messaging and marketing programs.

- **Outbound Marketing:** Oversaw a marketing team that developed and drove go-to-market strategies, coordinating with cross-functional leaders to define new product launch plans, branding, message hierarchy, targeted marketing, and experience requirements that outline in detail how new products are promoted and new bundles are positioned. Resulting in producing successful B2B outbound marketing a sales strategy with an increase of 200% ROI from three new sales verticals.
- **Leadership:** Championed an agile marketing team (8) using the Agile Marketing Method to produce rapid testing, learning, and innovation on a frequent, ongoing basis to understand the most powerful messaging, placement, cadence, and offer structure(s) to drive company & team customer engagement, churn and upsell KPIs.
- **Sales Enablement:** Refined comprehensive strategic, tactical and Training & Communications plans to automate sales processes reducing wasted working hours and increasing lead conversions.

REGIONAL MARKETING MANAGER - LOYALTY

Etihad Airways, Washington, D.C.

June 2014 - September 2016

Achieved a 50% retention of high net-worth individuals (HNWI) in 2015 due to loyalty marketing strategies. Created marketing opportunities that positioned Etihad Airways as a premium airline in trade and consumer marketplaces in the Eastern USA. Utilized all elements of the marketing mix to convey Etihad's key messages. Managed projects that raised the company's profile and generated sales from conception through evaluation.

- **Customer Email Marketing:** Collaborated with staff and outside vendors to transition to updated marketing technology, including new email marketing system, customer journey configuration and marketing automation. (2) Managed email marketing for regional offices across North & South America per digital marketing and customer engagement strategies outlined in our created Customer World Marketing Standard Operating Procedures (SOPs).



EMPLOYMENT HISTORY:

- **Loyalty Marketing:** Dotted line to country marketing managers across North & South America and the United Kingdom, a total of 5. Lead the team to develop a scalable infrastructure that supports Etihad Airways loyalty programs for consumers, agents, and businesses
- **Partnership Marketing:** Negotiated a multi-year multi-million dollar deal between Etihad Airways & Monumental Sports & Entertainment [representing the Washington Wizards (NBA), Washington Capitals (NHL) and Washington Mystics (WNBA)].

ACADEMIC BACKGROUND:

MASTERS OF MANAGEMENT & TRAINING

University of St. Francis

April 2019 - Present (Expected January 2021)

PROJECT MANAGEMENT CERTIFICATION

DePaul University

June 2019

METROPOLITAN CITY PLANNING CERTIFICATION

DePaul University

June 2019

BACHELORS OF ARTS

Major: Marketing

University of St. Francis

June 2010

VOLUNTEER:

Verizon Connect Volunteer Group

Team Lead

June 2018 - Present

YearUp Mentorship Program

Mentor

January 2018 - November 2018

Big Brothers, Big Sisters of Will County

Big Brother

September 2015 - November 2017