

PATIENCE COOK

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SENIOR MARKETING LEADERSHIP EXECUTIVE

Brand Marketing • Product Development • Event Planning • B2B Marketing • Strategic Planning • Client Retention

Disciplined and strategic marketing leadership executive offering rich experience delivering positive business impact by successfully guiding integrated marketing campaigns in B2B and B2C organizations. Steer efforts key to growing revenue, deepening brand loyalty, effectively launching new products, and seamlessly leveraging social media/digital marketing campaigns. Lead initiatives spanning program development and implementation, strategic market planning, brand awareness, event development, employee team leadership, relationship building, and cross-functional collaboration.

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| • Channel Marketing Development | • Senior Leadership Influencer | • CRM Retention Program |
| • B2B and B2C Marketing | • Product Launch Management | • Employee Team Development |
| • Product Marketing | • Public Relations Liaison | • Google Analytics/PPC Campaigns |
| • Influencer Program Creation | • Consumer/Professional Insights | • Agency Management/Oversight |

CAREER EXPERIENCE AND CONTRIBUTIONS

WS AUDIOLOGY, Palm Beach Gardens, FL

2022 – present

Global leader in the hearing aid industry with a multi-channel ecosystem including wholesale, owned retail, online and managed care

Sr. Marketing Director, HearUSA

Recruited to drive successful brand transformation and marketing operations for hearing care clients at the different stages of their journey. Designated to lead quarterly campaign development, and manage the brand for 370 hearing care retail centers across the U.S.. **Responsible for +\$10M annual budget and a marketing team of four individuals.**

- Established new **quarterly retail marketing campaigns**, earning new leads and +5k appointment bookings each.
- Led **trade show strategy development** and team activation, including new booth development, communications plan and lead generation strategy, delivering **250 student Au.D. leads and 10 recruitments**.
- Led cross-functional team for CRM client retention program launch, and appointment confirmation optimizations.
- Activated a new **consumer public relations campaign** celebrating HearUSA being named Newsweek's 2023 #1 U.S. Hearing Care Retailer and 12 hearing care professionals' **18 news stories promoting hearing care importance**.

TRANSITIONS OPTICAL, INC., Pinellas Park, FL

2006 – 2022

Global manufacturer of Transitions® brand eyeglass lenses, a wholly owned subsidiary of \$22B-revenue EssilorLuxottica

Director, North America Marketing (2014 – Jan. 2022)

Promoted to drive and implement strategic plans for B2C, B2B2C, and B2B marketing programs across the U.S. and Canada. Charged with accelerating revenue growth through consumer brand activation, and encouraging channel partners to advocate for the brand (e.g., retailers and eye care professionals). **Managed a \$36M annual budget and a marketing team of 13 individuals.**

- **Grew sales 7% to exceed category growth**, increased recommendations with 66% of eye care professionals, **secured \$4M in sales** with key retailers (e.g., Costco, Pearle Vision, Target Optical and online retailers), and **raised consumer purchase intent 92%** by leading a cross-functional team on successful **go-to-market strategy for new product, GEN8™**.
- Earned status as one of **TIME's Best Inventions** after partnering with Johnson & Johnson Vision to **launch a new contact lens, ACUVUE® OASYS with Transitions™**; led marketing trade activation strategies and oversaw initiatives to create consumer digital marketing campaigns and develop SEM programs.
- Drove **5.6% increase in brand awareness** and **4.5% growth in brand consideration** through strategic media planning, activation, and optimization, including geo-local social media, online video, TV, CRM and digital display.
- **Launched Influencer Program** essential to delivering **200,000 social engagements per year** by building advocacy and inspiring authentic content from partnerships with 35 industry-vocal millennial optometrists and opticians.
- Developed strategy and hosted **live train-the-trainer event with 198 trainers**, sales reps, and eye care professionals with comprehensive education provided on two new products over two days. **Attendees committed to train 11,000 others over six months**. Event **increased confidence in recommending** new products by **35% points**.
- Successfully **developed strategy and led execution of 1,100-attendee live event** for six years and **global virtual event** for 11,000 attendees across 98 countries. Gained executive alignment, developed messaging, and presented on-stage.
- Strengthened eye care healthcare access by **establishing a diversity, equity, and inclusion (DEI) strategy** key to increasing representation of Black and Hispanic optometrists/opticians for communities in need of eye care services.

Global Brand Manager (2011 – 2014)

Advanced internally to drive Transitions® brand equity with the development and execution of a global brand strategy spanning brand positioning, commercial concept creation, and communications development for key product initiatives.

- Produced a **+10% sales impact** in practices adopting newly-developed trade materials focused on new product insights regarding the Transitions Vantage™ and Transitions® Signature™ VII™ lenses.
- Raised **purchase intent +10%** by overseeing strategy development from global agency of record and spearheading global consumer/ trade brand campaign launches in collaboration and with buy-in from CMO and regional directors.
- Published **brand identity guidelines**, messaging, and co-branding guidelines for master brand, three sub-brands, and the full-line of sunglasses to the global organization's trade portal and CMS (content management system).

Marketing Manager, Retail and Managed Care (2009 – 2011)

Elevated internally to drive channel alignment for both retail and managed vision care commercial teams. Collaborated closely with field sales team and customers to understand objectives and to create/present strategic marketing plans. Built and managed a **direct-report team composed of three** field marketing specialists.

- Managed and grew relationships with some of eye care's most recognized retailers such as Walmart and LensCrafters.
- Raised annual revenue by **securing new relationships** with insurers, managed care providers, and benefits brokers.

Marketing Specialist, Retail (2006 – 2009)

Recruited to organization to develop marketing plans, programs, events, and tools for national retail channel customers. Charged with supporting retail sales team by creating and implementing strategies that leveraged the Transitions brand at national outlets.

PUBLIX SUPER MARKETS, INC., Jacksonville, FL

2001 – 2005

\$45B-revenue supermarket chain is the largest employee-owned company in the U.S.

Marketing/Advertising Manager (2003 - 2005)

Field Marketing Coordinator (2001 - 2003)

EDUCATION AND ADDITIONAL HIGHLIGHTS

EDUCATION	Bachelor of Business Administration, Marketing University of North Florida – Jacksonville, FL
PROFESSIONAL DEVELOPMENT	Leading Leaders Program - WS Audiology, Palm Beach Gardens, FL PPG Practice of Leadership – PPG Industries, Pittsburgh, PA Essilor Transition from Management to Leadership – Turningpoint Leadership, Paris, France
ADVISORY BOARD	Think About Your Eyes/Vision Health Alliance Advisory Board Member (2017 – 2018) • Marketing Committee Member (2019 – 2020)
AWARDS	IABC Golden Quill Excellence Award (for global brand campaign, <i>Life Well Lit</i>) PressBoard Award - Best Branded Content (for Vogue X Transitions branded videos) PRSA Renaissance Awards - “Best in Show” and Events Category Winner (for Transitions The Studio Train-The-Trainer Event) Vision Monday Most Influential Women in Optical, Rising Star
PRESENTATIONS	EyeInnovate Conference (200 attendees) Keynote Presentation – “Building a Brand that Matters” (2019) Transitions Academy (350 - 1,100 attendees) General Session Presentations - North America Marketing Strategy (2015 - 2020)