

Colin P. Hoover

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EXPERIENCE

I'm a seasoned brand strategist (former financial analyst) with two decades of experience solving complex problems with bold, creative ideas. I focus on understanding my client's unique business problems and solve them with a tailored combination of brand, PR, CX, and marketing solutions, all grounded in an honest, empirical understanding of the customer's needs and base motivations.

MERGE | Boston, MA | Aug 2021 - Present *Strategy Director, Healthcare & Financial Services*

- Run brand/CX strategy across both healthcare and financial services verticals
- Run brand strategy for American Express, GE Healthcare & Nationwide Financial
- Lead all clients' annual brand planning initiatives using structured processes in conjunction with engaging workshops to facilitate unconventional, creative thinking and align cross-functional teams on strategic imperatives, marketing goals, and organizational objectives
- Plan and facilitate research efforts across the healthcare and financial services client roster including surveys, interviews, focus groups, segmentations, ethnographies, customer deep-dives, value prop workshops, UX design sprints, and "design thinking" workshops
- Collaborate with UX, media, creative, design, and dev teams to efficiently create marketing campaigns, websites, new products, mobile applications, and brand experiences that effectively address our client's most challenging business problems
- Responsible for QBRs, brand planning, and longer-term strategic objectives for all financial services and healthcare portfolio
- Manage a growing team of UX, CX, and brand strategists

PRECISION EFFECT | Boston, MA | Mar 2020 – Aug 2021 *Brand Strategy Director*

- Ran creative and strategic planning across 4 clients, representing ~\$12.5m in annual agency revenue
- Responsible for growing topline revenue through new business efforts across the agency
- Responsible for sponsoring and designing all patient, HCP, and brand research initiatives that inform marketing and advertising strategies across all my client's businesses
- Ran all brand and commercialization strategies for Takeda's VONVENDI (patient and HCP marketing)
- Researched, designed, and implemented a comprehensive journey model for Akcea's leading product (Tegsedi), from which all brand and tactical planning is informed and generated
- Rolled out a comprehensive go-to-market strategy and marketing campaign for Lentechs - a new-generation contact lens for presbyopia

HILL HOLLIDAY | Boston, MA | Jan 2017 – Feb 2020 *Associate Strategy Director*

- Oversaw creative strategy, digital and content creation for new products, initiatives, technology, media, and advertising across Bank of America and Novartis
- Successfully rebranded Merrill Lynch (now "Merrill") and US Trust (now "Bank of America, Private Bank") under the new Bank of America enterprise brand, which subsequently led to the most successful ad campaign for Merrill in over a decade
- Designed and implemented a fully integrated and interactive customer journey across all Bank of America properties to help prioritize media spend and focus creative resources
- Developed a digital application that provides Bank of America customers with a customized "life plan" and digitized "best next step" for every financial goal and challenge they encounter in their life - from paying for college to buying a home to planning for retirement
- Managed and mentored junior, associate, and senior strategists

GSD&M | Austin, TX | Jan 2015 – Jan 2017 *Brand Strategist / Senior Strategist*

- Managed strategic planning, consumer insights, and brand strategy for Walgreens and Walgreens Pharmacy
- Contributed to the implementation and design of a comprehensive brand overhaul, which led to Walgreens' incorporation in Ad Age's top 10 most loved brands of 2015
- Researched, designed, and implemented a comprehensive creative strategy to direct all future pharmacy advertising for Walgreens, resulting in a \$19m YoY revenue increase
- Created an automated digital content strategy to help us optimize creative work and streamline the production process
- Created an integrated marketing program to unify all Walgreens' corporate social responsibility initiatives under a single marketing strategy, which aligns with larger brand and corporate objectives
- Managed a team of interns / junior & associate strategists

FCB | Chicago, IL | June 2013 - Jan 2015 *Strategic Planner*

- Developed data-driven marketing strategies to guide execution of agency creative work for several B2B clients including Boeing, MFS, BioGen Idec, Cox Business, and Discover Financial
- Managed the execution of research, planning, content creation, brand activation, and analytical feedback
- Developed research-based customer insights through 1x1 interviews, focus groups, and customer engagement, to inform the larger campaign strategy and brand identity
- Work closely with UX teams to understand customer/platform interaction, and design simplistic, elegant, and unencumbered digital brand experiences

MARKET STREET PARTNERS | San Francisco, CA | Jan 2011 - Aug 2012 *Senior Analyst*

- Developed and implemented long-term, insight-based strategies to attract investor interest in our client companies, and proactively target potential new investors through focus groups, interviews, qualitative research, online media, investor presentations, conferences, events, and press releases

WILLOW CREEK CAPITAL | Greenbrae, CA | Sept 2007 - Jan 2010 *Equity Research Associate*

- Monitored and tracked the progress of a portfolio of ~20 equity positions through quantitative and qualitative research, focus groups, press releases, management meetings, and earnings conference calls
- Authored quarterly research reports on the progress, growth, and earnings projections of portfolio stocks, prospective investments, and newly issued IPOs

EDUCATION

NORTHWESTERN UNIVERSITY | Evanston, Illinois | 2013

M.Sc. Integrated Marketing, Focus on Digital Analytics and Entrepreneurship

UNIVERSITY OF REDLANDS | Redlands, California | 2006

B.A. Economics, Concentration in Behavioral Economics, Summa Cum Laude

STUFF I'VE RECENTLY MADE

Ad Nauseam: Creator of the advertising card game [Ad Nauseam](#)

Blinkfire Analytics: Co-founded and launched Blinkfire Analytics, a social media tool for sports franchises, out of Kellogg's NUvention Incubator. As of April 2020, we have raised over \$11.6 million in series B round financing.

2 Kids: Blake (2) & Sloane (5)