



Adam Pierno > Experienced Strategic Marketer

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Arizona State University, Tempe, AZ AVP, Marketing Strategy 2018-present

Develop research needed to gather constituent insights and create custom plans within the marketing department for the largest university in the US. Create and test messages by constituent and market, devise strategy to deploy winning messages at their most effective. Manage AOR in all advertising and oversee paid media for 110+ units within the university. Product owner of one-of-a-kind alumni loyalty app, *Sun Devil Rewards*.

Santy Integrated, Phoenix, AZ Chief Strategy Officer 2014-2018

Founded full function strategy practice within integrated ad agency to national prominence. Audience and customer segmentation; consumer, customer and market research; persona development, brand positioning, insight development, brand and creative briefs, social intelligence; vision, mission and values assignments. Researched and developed toolset, vendors, partners and staff training curriculum. Crafted and conducted independent research studies into specific audiences to enhance agency knowledge around key verticals.

Bona AG - Conducted national research to understand system 1 thinking and triggers behind the emotion of cleaning floors and selecting floor cleaning products. Converted findings into insights to drive creative campaigns, which lead to increase in sales, including 24% at leading retail channel.

Delta Air Lines - Lead the research and strategy around developing Delta customer group. Wrote strategic documents for global marketing team and partners.

Glico North America - Created a translation of famous Asian brand platform for US audiences leveraging digital trends to relaunch flagship Pocky brand in the United States. Doubled 10 year sales high twice in the first 18 months and again in year three.

Verizon, Atlanta, GA Creative Director 2013-2014

Recruited integrated teams to build internal agency to service Verizon and corporate customers. Digital, Direct Mail, Mobile, Point-of-Purchase, Print

Mercedes-Benz - Increased subscribers to mbrace telematics system YOY through integrated campaign.

Lead redesign of mbrace mobile app in cooperation with MB, and Razorfish

Verizon - Lead relaunch of Network Fleet post-acquisition, under the Verizon brand banner within timeline and budget.

Volkswagen - Launched VW Car-Net telematics system in the United States through Digital, Direct mail, In-vehicle and Point-of-Purchase.

Partners+Napier, Atlanta, GA Creative Director/Strategic Lead 2011-2013

Lead, managed and recruited integrated teams in Digital, Engagement, Out-of-Home, Mobile, Print, Social and Strategy. Lead insight and strategy initiatives for the office.

Delta Private Jets - Used Insight-driven Advertising, Search, Digital initiatives, ECRM to provide a sales lift of over 100%. Worked closely with Delta team to monitor results. Launched ECRM Referral Program.

Sanmina-SCI - Used Search, Content, ECRM, Social, Tradeshow to transform the Sanmina website from brochureware into a lead generation engine producing leads with a projected revenue of 33 million dollars.

Shared Health (a division of Blue Cross Blue Shield of Tennessee) - Used Direct Mail, ECRM, and PR to respond to product pivot and work with state government to alert physicians across the state of changes to program.

Santy Integrated, Phoenix, AZ VP/Creative Director/Strategic Lead 2007-2011

Lead managed and recruited integrated teams in Broadcast, Digital, ECRM, Media Strategy, Mobile, Out-of-Home, Print, Social and Strategy. Lead insight and strategy initiatives for the agency.

Cold Stone Creamery - Used Broadcast, Digital initiatives, ECRM, Engagement tactics and Product Integration to improve same-store-sales by 11% and average unit volume by \$35,000 system-wide.

Peter Piper Pizza - Used Digital, ECRM, Direct and Broadcast to revive franchise. Prior to launch of campaign, sales down 14 consecutive quarters system-wide, sales have been improving every quarter since launch.

Phoenix Children's Hospital - Used an innovative mix of Digital initiatives, Broadcast, ECRM, Direct and Engagement tactics to improve understanding of the core service offering by 31%.

Off Madison Ave, Phoenix, AZ Associate Creative Director/Media Director 2005-2007

Lead and managed integrated teams in Broadcast, Digital, ECRM, Media Strategy, Out-of-Home, Print, Social and Strategy. Lead insight and strategy initiatives for key accounts.

Gore-Tex - Used analytics based insights to relaunch ECRM strategy and campaigns. Increased engagement among key audiences.

Nike Grind - Created insight-based strategy for Digital, Content and ECRM along with new website and campaign to increase engagement and separate volunteer submissions from sales.

Northern Arizona University - Used Direct, Content, ECRM, Search, Print, and Digital advertising to reach prospective students.

JWT, New York, NY Senior Art Director 2002-2004

Broadcast, Digital, Out-of-Home, Print, and Strategy; The Ad Council, Black Haus, Domino's Pizza, Halls, Smirnoff, Tanqueray, Trident, Trident White

Hill, Holliday, Boston, MA Art Director 1997-2002

Broadcast, Out-of-Home, Print, and Strategy; AMD Processors, Anheuser-Busch, Dunkin' Donuts, Fidelity Investments, Fleet Bank, HarvardPilgrim Healthcare, John Hancock, Marshall's, PriceWaterhouseCoopers

Education:

Boston University, BS 1997

School of Communications, Advertising

Google Certified

Published:

Author: *Under Think It: A Marketing Handbook for Everyone, Specific*

Adweek, Community Voice Contributor, Adland, ADMAP, Brand Quarterly, Franchise Update,

ihaveanidea.com, WARC

Speaker:

ABC News, American Marketing Association, Association of National Advertisers, Azima ECRM, Filament, ICX Summit, JPK Group, NASPL, National Grocers Association, NPR, Multi Unit Franchising Conference

Corporate: Cox, ebay, JPMorgan Chase

Educational: Arizona State University, Northern Arizona University, University of North Carolina - Chapel Hill

Podcast: The Strategy Inside Everything

Background:

Teacher. Mentor. Strategist. Innovator. Author. All are terms you could use to identify Adam Pierno.

The highly caffeinated Pierno has refined a simple methodology to build precise strategies for numerous client campaigns. Prior to his current role as AVP of Marketing Strategy at Arizona State University's Enterprise Marketing Hub, Pierno leveraged his knowledge of consumer behavior to produce informed and effective campaigns for such national brands as Delta Air Lines, Dial Corporation, Domino's Pizza, Dunkin' Brands and Mercedes-Benz.

His first book, [Under Think It](#) delves into the foundational aspects of marketing strategy. He was inspired to pen this insightful guidebook to fill a void in strategy training curriculum. That book is used to teach strategy at universities, global agencies and Fortune 100 companies. His second book, [Specific](#) demonstrates a model that today's brands can use to grow in an absence of viable mass media.

He's been interviewed and quoted for ABC News, NPR, Adweek, Business Journals and more. Adam hosts his own podcast featuring conversations with business and marketing luminaries, called [The Strategy Inside Everything](#). Outside the office, Pierno enjoys relaxing with his wife and kids and generates his best ideas while running.