

## Patricia Kay Cox

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Education BA, Oakland University (Communications Major/Business Minor, 1989)  
MA, Wayne State University (Communications coursework completed, 1995)  
JD, Wayne State University (Cyberlaw/Intellectual Property, 2003—passed MI Bar 2004)

Professional **February 2009 – Present** **afewgoodmarketers, LLC ([www.afewgoodmarketers.com](http://www.afewgoodmarketers.com))**  
experience *Principal Owner/Member*

- *afewgoodmarketers, LLC is a project-based marketing on demand professional services company launched in February 2009 to meet the economic needs of small businesses and shrinking marketing budgets for clients of all levels*
- *afewgoodmarketers, LLC also targets larger marketing, communications and advertising agencies as an affordable second tier supplier*
- *The company is based virtually and leverages technology—such as online collaboration tools—to engage and retain freelance talent on an ‘as needed’ basis to align with project specifications*
- *The founding members represent marketing and communications strategy, branding, public relations, operations, project management, creative and programming—many with over 20 years of proven success and a broad network to tap*
- *The company was profitable within the first 30 days of launch*

**January 2008 – February 2009** **NeoSynergy, Inc.** **Bloomfield Hills, MI**  
*Chief Marketing Officer and Chief Operating Officer*

- *NeoSynergy is a software firm that makes dealers more successful by leveraging consumer online shopping and web-based business technologies. NeoSynergy has created a unique package of Web-based software to help dealers advertise online (Best Deals), sell vehicles online (Buy Direct) and manage the entire store with a SaaS business management system (DARWIN XE).*
- *CMO role—Responsible for all corporate communications, advertising, marketing, trade shows and public relations activities for the firm, management of creative resources and outsourced marketing services, management of inside sales staff*
- *COO role— Responsible for all business development and strategic partner relationships, daily corporate operations, management of corporate counsel, management of product development and technical resources*
- *Responsible as member of the executive team to drive fund-raising efforts through private capital investment*
- *Provides strategic direction to the firm as a top executive leader*
- *Reports directly to the CEO with matrix reporting to the Board of Directors*

**January 2007 – December 2007** **Weber Shandwick** **Birmingham, MI**  
*SVP, Director of Interactive Media*

- *Responsible for all digital solutions and the development of the Detroit-based digital PR practice*
- *Focus on engagement-based interactive communications—blogs, social networks, video-sharing, viral marketing, and influencer/media outreach programs*
- *Operational leadership and P&L responsibility of all web-based activity across multiple geographic locations and partner companies on \$14MM automotive engagement*

**April 2006 – December 2006**  
*Independent Consultant*

- *New business development and acquisition of contract based marketing, communications and management consulting work. Management of contract services including: marketing and communications strategy, digital services, program and production management, cross-channel*

business support and management of outsourced talent resources.

**January 2002 – April 2006**

**Leo Burnett (chemistri)**

**Troy, MI**

*SVP, Director of Integrated Marketing Services, Cadillac (2004-2006)*

- Responsible for the daily operation of \$35 million+ Cadillac web-based, event/promotional and collateral business, including cadillac.com, Cadillac online CRM applications, Cadillac online media, Cadillac national events and promotions, Cadillac vehicle brochures and the support of Cadillac dealer and B2B communication programs
- Responsible for strategy, production, performance and inventory management of online and emerging media activities (approx. \$20MM, 2006)
- Extensive product launch and brand development experience—Cadillac revived its overall brand and launched 8 vehicles in 4 years in the highly competitive luxury automotive category
- Responsible for the strategic direction, management and integration of staffs across multiple geographic locations and multiple channel executions with the Cadillac national brand advertising team.
- Responsible for the development and negotiation of the Cadillac annual retainer business (for interactive, events/promotions, collateral) in partnership with the national advertising team. Responsible for identifying, building and selling incremental integrated marketing program opportunities.

*SVP, Director of Interactive (2002-2004)*

- Responsible for the daily operation of \$6 million+ Cadillac web-based business, including cadillac.com, Cadillac online CRM applications, Cadillac online media, and support of Cadillac dealer and B2B communication programs
- Responsible for strategic and client account/project management staff in Detroit; creative production in Greenwich, CT; technical production support in Chicago, IL
- Responsible for strategic consulting and new business development—successfully grew the business 20%+ from 2002-2003; 20% growth expected for 2003-2004
- Responsible for GM SPO Parts and Service websites and CRM programs which include GM Goodwrench, GM Performance Parts, and business unit interactive support (such as Powertrain)
- Support and participate in new business development efforts for the chemistri Detroit office across all disciplines (including RFP development and client presentations)

**June 2001- January 2002**

**coolfire.interactive**

**Royal Oak, MI**

*General Manager*

- Short-term position designed to optimize operations, reduce staff, and transition dealer portals to FMC internal IT staff (coolfire.interactive business terminated and core employees contracted directly through FMC to maintain flow of operations)
- Responsible for the daily operation of \$6 million+ subsidiary of J. Walter Thompson servicing Ford Motor Company exclusively
- Responsible for managing client and production staff in 4 offices: Detroit, New York, Los Angeles, and London
- eBusiness consultancy providing B2B dealer portal solutions for Lincoln-Mercury, Ford Division, and Ford Quality Care services, including service/repair communications, recall notices, product information, technical service, part orders, dealer chat rooms, and more

**February 2000 – December 2000**

**SeraNova, Inc.**

**Auburn Hills, MI**

*Associate Director, Automotive Practice*

- New business development and practice line growth responsibility in the automotive ebusiness sector
- Strategic ebusiness consulting to automotive OEMs and Suppliers
- Supervision of engagement managers across multiple automotive clients
- Practice line business planning for B2C and B2B ebusiness growth opportunities

**May 1997– January 2000 Wunderman Cato Johnson      Detroit, MI**

*Senior Vice President, Director CRM Operations (1999-2000)*

- New business development, management and P&L responsibilities over four business units: Interactive Business Solutions, Data Management Solutions, Direct Mail Operations and Teleservices
- Management responsibility for 50+ individuals across multiple business units with total billings approx. \$20 million
- Responsible for leading and implementing office-wide reorganization effort and complete internal process reengineering to deliver CRM Solutions
- Designed and facilitated agency-wide cross-functional CRM-based new business development process and annual client “Scope of Work” process
- Responsible for client relationship development and long-term client management at executive levels
- Clients include: Ford Motor Company (Lincoln/Mercury, Ford HR, Ford Credit, Ford Truck, Alternative Fuel Vehicles, Ford Environmental, TH!NK), Visteon Automotive Systems, MGM Grand, Michcon, Salvation Army, HAP, Michigan National Bank

*VP/Senior Vice President, Director Interactive Business Solutions (1997-1999)*

- Hired to build an Interactive practice—grew from 4 to 22 staff members in less than 3 years (project management staff, technical staff, creative staff); \$3 million in billings
- New business, management and P&L responsibilities for the fastest growing business unit within the agency
- Managed corporate brand sites for multiple clients including: Lincoln/Mercury, Visteon Automotive Systems, Michcon, Salvation Army, MGM Grand, Ford Environmental
- Launched Tier One Supplier site at corporate launch in 7 languages with live webcast
- Implemented multiple ecommerce pilots—B2B and B2C—for Tier One Supplier (managing Netscape resources on behalf of client)
- Developed extranet for dealer support of warranty and aftermarket parts (including repair manuals, bulletins, diagnostic software distribution, metrics reporting, warranty tracking)
- Developed Intranet program for plant managers to facilitate, record and distribute leads resulting from customer plant visits
- Developed Lean Manufacturing Intranet program for plant-readiness assessment and on-line training support
- Represented Lincoln/Mercury brand requirements in Ford on-line corporate owner communication programs (including application customization)
- Developed and provided interactive services for Lincoln/Mercury dealer sites, advertising, lead generation and owner communication programs
- Responsibility for overall client relationship development
- Responsible for educating and demonstrating Interactive business value within the agency and to current client base

**March 1997-May 1997 Deloitte & Touche Consulting, LLP      Detroit, MI**

*Manager*

- Worked on consulting team to develop ERP business case for Tier One Supplier

- Developed project plans for Y2K plant testing for OEM

**January 1995-March 1997 Ernst & Young Consulting, LLP Detroit MI**

*Manager (previously Sr.Consultant)*

Tier One Supplier Experience

- Worked with Tier One Supplier to change business from wholesale distribution to retail model
- Trained global team of wholesale distributors to change over shops and implement retailing processes (stores primarily in South America and South Africa)
- Assisted in build of POS system and on-site retail outlet built specifically for training and testing retail processes

OEM/ Product Development Experience

- On large consulting team that reengineered OEM product development process
- Facilitated client teams of 20+ in all-day process design session for 8 months
- Led Sourcing process reengineering team and rolled out new processes to OEM employees and supply base globally (including intranet and offline training tools)
- Worked with multiple vehicle program teams to implement new Sourcing processes
- Led client team in the development of emerging market sourcing processes

**December 1993-January 1995 Automotive Support Group (ASG), LLP Dearborn, MI**

*Consultant*

- Provided business planning support for vehicle program teams at an OEM
- Designed market research programs using Neural Network analysis tools for customer profiling
- Provided marketing plans support on joint-venture alternative vehicle program (government/OEM sponsored)

**September 1989-December 1993 J. Walter Thompson Detroit, MI**

*Marketing Intelligence Group*

- Provided quarterly marketing intelligence reports to Executive VP, Sales and Marketing at an OEM
- Conducted primary and secondary research relevant to quarterly research topics

Interests Soccer, jogging, horseback riding and showing, adventure travel, reading, coaching

References Personal and professional references available upon request