

# Timothy Straker

255 East Beck Street • Columbus, OH 43206 • 614.352.6055

## **Ologie – Partner/Chief Operating Officer**

**2004 – Present**

\$10 million, 60+ person national brand design firm (ologie.com)

- Manage all aspects of internal operations including client service, HR, finance, culture, external marketing, studio management and real estate management.
- Manage key environmental design and retail design relationships including Lowe's and Nationwide Insurance.
- Lead eight person management team, including developing and implementing company-wide professional development programs

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## **The Longaberger Company – Vice President, Marketing**

**2002-2004**

\$700 million direct selling company offering handmade baskets and home accents through 70,000 home consultants. (longaberger.com).

- Managed Marketing & Communications business area including creative development, product development, corporate communications, and events. (eight total depts. w/130 people via 14 direct reports, and \$22 million budget).
- Developed and executed customer catalogs, product design, monthly promotions, visual merchandising, sales training, strategic alliances, research, internal/external web strategy, and event planning.
- Fostered an environment of learning between company veterans and those new to the company increasing employee satisfaction and productivity.
- Promoted from Executive Director to Vice President in first year.

## **Fitch Worldwide – President, Fitch:Columbus**

**2001-2002**

A national/international consultancy specializing in product design, brand communications and consumer environments (fitch.com).

- Led 80+ full-time consultants/designers/engineers and held top/bottom-line responsibility.
- Led and developed retail/brand marketing strategy for winning and retaining key client relationships including Hewlett Packard, British American Tobacco, Hallmark, and Goodyear Tire and Rubber.
- Promoted from Partner to Managing Partner/President in first year.

## **Resource Marketing – Managing Director, Client Services**

**1995-2001**

A national internet marketing company (resourceinteractive.com).

- Led five senior client service directors and managed 37+ marketing and relationship managers.
- Managed \$20+ million in client revenues, increasing top-line growth/bottom-line profitability.
- Delivered integrated brand and channel marketing strategies for clients including Apple Computer, Hewlett-Packard, Huntington Banks, Adobe Systems, Macromedia, and The Limited. Consistently receiving the highest rating from clients on account reviews.
- Promoted four times in six years.

**Fahlgren, Inc. – Director of Marketing**

**1994-1995**

Advertising/marketing agency-of-record for McDonald's restaurants (fahlgren.com).

- Directed team of five client service professionals in local store marketing, BCM/HCM, presence marketing, media relations, sports marketing, advertising and crisis management for 17 co-ops.

**Paul Werth Associates – Creative Manager**

**1991 - 1994**

A regional public affairs/public relations (paulwerth.com).

**HMS Partners, Inc. – Account Executive**

**1988 - 1991**

A regional/national advertising agency specializing in consumer and business-to-business advertising and public relations (tenunited.com).

**EDUCATION**

The Ohio State University – B.A. Journalism/Advertising

**GREATER GOOD**

- Member, GVS Historic Preservation Committee
- Past Member, German Village Commission
- Past Member, Board of Trustees, German Village Society
- Past President, Board of Trustees Hospice at Riverside and Grant
- Past member, Board of Trustees, On My Own, Inc.
- Past member, Board of Trustees, Creative Living
- Vice President, Board of Directors, Buckeye Companies, Inc.
- 1993 Graduate, Leadership Columbus