



# JOE WUEFLING

## TAKING BRANDS AND BUSINESSES TO THE NEXT LEVEL

A VERSATILE PROFESSIONAL WITH MORE THAN 25 YEARS OF EXPERIENCE HELPING ORGANIZATIONS EXECUTE STRATEGIC MARKETING AND COMMUNICATIONS TO ACHIEVE DESIRED BUSINESS OUTCOMES.

### NUMBERS

**TOP 10**

RANKING AMONG LEADING ANALYTICS COMPANIES IN 2019 BY *ENTERPRISE TECH SUCCESS* MAGAZINE

AT **BLAST ANALYTICS & MARKETING**

**74%**

INCREASE IN CLIENT RECALL OF FIRM'S CAPABILITIES AFTER BRAND REPOSITIONING AND NEW MESSAGING

AT **KLEINFELDER**

**2X**

INCREASE IN CONTENT VOLUME FOR CLIENT'S VARIOUS INTERNAL AND EXTERNAL COMMUNICATIONS

AT **JOE WUEFLING CONSULTING**

**19%**

AVG. ANNUAL REVENUE GROWTH WHILE ON MARKETING TEAM SUPPORTING MULTIPLE BUSINESS UNITS

AT **PRIDE INDUSTRIES**

**\$25M**

MARKET OPPORTUNITY CREATED THROUGH ACQUISITION AS A RESULT OF IMPROVED POSITIONING

AT **SHAREWAVE / CIRRUS LOGIC**

**\$MIL→\$BIL**

RECORD-SETTING REVENUE GROWTH WHILE MEMBER OF AWARD-WINNING MARKETING TEAM

AT **PEOPLESOFT**

### WORK HISTORY & IMPACT



**2016-PRESENT - BLAST ANALYTICS & MARKETING**  
DIRECTOR, STRATEGIC MARKETING & COMMUNICATIONS  
- ELEVATED TO COMPANY'S TOP MARKETING POSITION RESPONSIBLE FOR OVERALL MARKETING AND COMMUNICATIONS STRATEGY AND EXECUTION.  
- MANAGED MARKETING CONSULTING GROUP, SERVICE LINES, AND KEY ACCOUNTS RESULTING IN CLIENT GROWTH, RETENTION, AND PROFITABILITY.



**2010-2016 - KLEINFELDER**  
SENIOR MANAGER, MARKETING & COMMUNICATIONS  
- LED GLOBAL, MULTI-BUSINESS UNIT MARKETING AND COMMUNICATIONS, INCLUDING CAMPAIGNS TO INCREASE AWARENESS AND REVENUE.  
- SUPPORTED BRAND, BUSINESS DEVELOPMENT, ACQUISITION, AND CHANGE MANAGEMENT INITIATIVES; DROVE PERFORMANCE AND GROWTH OF STAFF.



**2004-2010 - JOE WUEFLING CONSULTING**  
PRINCIPAL CONSULTANT  
- CONSULTED WITH DIVERSE CLIENTS TO EXECUTE STRATEGIC MARKETING AND COMMUNICATIONS; PROVIDED WRITING AND EDITING SERVICES.  
- TRUSTED BY INDUSTRY-LEADING COMPANIES INCLUDING ADM, CHEVRON, INTEL, MARVELL, ORACLE, POLYCOM, AND OTHERS.



**2002-2004 - PRIDE INDUSTRIES**  
MANAGER, MARKETING & COMMUNICATIONS  
- MANAGED ALL CORPORATE, MARKETING, AND INTERNAL COMMUNICATIONS.  
- HELPED DRIVE POSITIVE BRAND AWARENESS, NEW LINES OF BUSINESS, AND INCREASED REVENUE.



**2000-2002 - SHAREWAVE / CIRRUS LOGIC**  
MANAGER, MARKETING & COMMUNICATIONS  
- MANAGED CORPORATE AND MARKETING COMMUNICATIONS FOR STARTUP.  
- IMPROVED SHAREWAVE'S MARKET POSITION, LEADING TO ACQUISITION BY CIRRUS LOGIC.



**1996-2000 - PEOPLESOFT**  
MARKETING & COMMUNICATIONS WRITER  
- CONSULTED WITH ENTERPRISE TECHNOLOGY BUSINESS UNITS TO EXECUTE COMMUNICATION STRATEGIES AND PRODUCE VARIOUS MARKETING MATERIAL.  
- WROTE AWARD-WINNING COPY SUPPORTING RAPID BUSINESS GROWTH.

### EXPERTISE

**25+**  
Years of Experience

- MARKETING STRATEGY
- BRAND MANAGEMENT
- POSITIONING & MESSAGING
- CONTENT STRATEGY
- DIGITAL & TRADITIONAL MARKETING
- CAMPAIGN MANAGEMENT
- COMMUNICATIONS (MKTG/CORP/EXEC)
- WRITING & EDITING / STORYTELLING
- SALES ENABLEMENT
- WORKFLOW & PROCESS IMPROVEMENT
- ANALYSIS & OPTIMIZATION
- CHANGE MANAGEMENT
- TEAM LEADERSHIP

**SOFT SKILLS:** ADAPTABILITY, AWARENESS, COLLABORATION, COMMUNICATION, EMPATHY, INTEGRITY, OWNERSHIP, PROBLEM SOLVING, TIME MANAGEMENT, WORK ETHIC

**A PASSIONATE CONSULTANT INSIDE & OUT**  
WHETHER WORKING INTERNALLY OR FOR A CLIENT, JOE IS A STRATEGIC PARTNER, TRUSTED ADVISOR, AND VALUABLE RESOURCE TO THE ORGANIZATION AND STAKEHOLDERS.

### EDUCATION

**NOTRE DAME DE NAMUR UNIVERSITY**  
BELMONT, CA  
BA, COMMUNICATIONS; MINOR, ENGLISH

### PERSONAL



**CO-FOUNDER, THE MARKIE FOUNDATION**  
- MORE THAN \$400,000 RAISED TO SUPPORT CHILDREN'S HOSPICE

### HIGH FIVES

**"JOE'S STRONG UNDERSTANDING OF OUR STRATEGY, CULTURE, AND BUSINESS PRIORITIES RESULTED IN COMMUNICATIONS THAT FURTHER ENGAGED COLLEAGUES AND INSPIRED HIGH PERFORMANCE ACROSS THE ORGANIZATION."**

- DIANA REYES, CHANGE MANAGEMENT & COMMUNICATIONS, CHEVRON

**"JOE UNDERSTANDS THAT MARKETING IS ONLY VALUABLE TO THE DEGREE THAT IT DELIVERS ON THE BUSINESS GOALS OF THE ORGANIZATION, AND HE EFFECTIVELY SUPPORTED THE RAPID GROWTH OF MULTIPLE BUSINESS UNITS WHILE AT PRIDE"**

- KENNAN BRIDGE, FORMER EVP & COO, PRIDE INDUSTRIES

**"JOE'S PHILOSOPHY IS SIMPLE: LISTEN, WORK HARD FOR THE COMPANY, AND CREATE CONTENT THAT DRIVES RESULTS. HE OFFERS EVERYTHING FROM STRATEGY THROUGH EXECUTION. WHO WOULDN'T WANT THAT?"**

- CARM LYMAN, PRINCIPAL, LYMAN AGENCY