



Jamie Coffey

CMO

Jamie Coffey is a high energy marketing executive that thrives on helping organizations maximize their marketing spend to drive sales results

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🌐 [Connect with Jamie on LinkedIn](#)

Meet Jamie:

Jamie is a results-driven marketing leader with 20+ years of success developing strategic plans and innovative multi-channel marketing programs. Over her career she has helped B2B organizations with all aspects of marketing, including branding, corporate communications, public relations, content strategy, web, marketing automation, social media, digital/SEO and event marketing.

Jamie is also the Communications Chair Board Member with the Washington DC Metro Area Women In Technology organization who's mission is to advance women in technology careers — from the classroom to the boardroom.

She has a Masters in Human Resource Administration, from Central Michigan University and a BA in Marketing Management at Northwood University.

How Jamie has helped clients...

- Led and built a talented globally dispersed marketing team to support the needs of a publicly-held Corporation that grew from 1,500 employees and \$175M in revenue in 2005 to over 3,500 employees worldwide and nearly ~\$500M in revenue in 2017
- Changed the face of a 46-year-old company by reinventing and rebranding its image, identity, brand story, mission, vision, values
- Implemented brand integration strategy, procedures and programs to assimilate 30 acquired-company brands into the parent company offering/family (including 2 significant acquisitions that were over \$60M in annual revenue and over 300 employees each).

Industry Experience:

- Government
- Financial Services
- Information Technology
- Professional Services
- Training & Development

Specialties:

- Marketing Strategy
- Global Marketing Team Development & Structure
- Virtual Team Leadership
- Brand Strategy & Management
- Merger & Acquisition Brand Assimilation
- Content Strategist
- Sales & Marketing Alignment
- Corporate Communications

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FRACTIONAL MARKETING SYSTEM

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