

## JONATHAN (JON) MICHAELI

160 Boylston Street, #1212 □ Chestnut Hill, MA 02467 □ Phone: (818) 399-6050 □ Email: [Jon\\_Michaeli@yahoo.com](mailto:Jon_Michaeli@yahoo.com) □ Web: [www.jonmichaeli.com](http://www.jonmichaeli.com)

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### MARKETING EXECUTIVE

Seasoned strategic marketer with a strong background in digital and interactive. Experience with web and mobile product launches and agile development. Adept at using limited resources to achieve aggressive goals. High-energy and passionate about getting results. Success managing and building US and international teams. Expertise in e-commerce, internet software, and social media. Bilingual English/Spanish. MBA.

#### EXPERIENCE

**SERMO**, Cambridge, MA (2011 – Present)

*World's largest online community, exclusive to physicians*

##### **Vice President, Marketing**

Oversee physician acquisition and engagement, client lead gen, mobile adoption, PR, branding, web design/development, and product marketing.

- Negotiated and implemented transformative strategic partnership with Fierce Pharma, positioning Sermo as industry thought leader and increasing quality leads by 500% in under 2 months. Due to high visibility and exceptional performance, multiple additional partnerships are imminent.
- Developing and executing partnership constructs with constituents across the healthcare spectrum, including care providers, manufacturers, research institutions, membership organizations, and content publishers to increase the number and participation of members in high value specialty areas.
- Surpassed goals for first phase of website update, increasing lead conversion by 4X and client product awareness by 2X.
- Launched Sermo Mobile and [iConsult Real-Time Medicine™ campaign](#). Exceeded forecast across all KPIs.

**INDEPENDENT**, Newton, MA (2009 – 2010)

##### **Consultant**

Engaged with e-commerce, web services, and mobile companies across a range of business disciplines, including brand positioning, website development, market sizing, competitive analysis, product marketing, and digital/mobile strategy.

- Interim Managing Director and VP, Marketing of [Quno](#), overseeing the launch of this online rail ticketing website in the UK.
- Contributing writer for [Xconomy.com](#), an online publication with 250K+ highly educated monthly uniques focused on innovation in the new economy.

**WORLDMATE**, Wellesley, MA / Lod, Israel (2008 – 2009)

*Leading mobile travel services company with over 4M users worldwide*

##### **Vice President, Marketing**

Led global marketing and product management. Served as chief product strategist and owner of product roadmap. Defined marketing requirements for mobile and web apps. Managed a team of 12 people working in Israeli headquarters.

- Led corporate and product re-branding effort, including overhaul of company website, web application, and mobile client.
- Streamlined and optimized key website flows to increase conversion by 500% and upgrades to premium product by 100%.
- Launched location-based and context-aware mobile hotel booking service used in 30+ countries within 3 months.
- Played integral role in securing Series C financing through major improvement in core business metrics.
- Increased sales via company channels by 100% during the recession while 3<sup>rd</sup> party channels declined by as much as 50%.

RFL: Decided not to join company when it relocated the corporate headquarters

**PANRAVEN**, Cambridge, MA (2007 – 2008)

*Multimedia and social media platform for creating digital and printed storybooks*

##### **Vice President, Marketing**

Led partner, viral, social media, and guerilla marketing efforts. Oversaw PR plan, media outreach, and other press activities. Defined marketing requirements for web software and marketing campaigns.

- Managed private and public beta launches of the company's website.
- Formulated corporate strategy and developed and maintained ongoing operational plan.
- Drove partnerships with organizations reaching a loyal fan base (e.g. Boston Red Sox, Virgin/Capitol Records) resulting in millions of web impressions, active site participation, high quality user generated content, and an explosion in viral sharing.
- Facilitated partnerships with four major cruise lines.

RFL: Voluntary departure when company needed to reduce cash burn

**GATHER.COM**, Boston, MA (2006 - 2007)

*Leading social networking website for 35+ age bracket*

##### **Vice President, Marketing**

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Directed member acquisition and retention, including SEM, SEO, email, lead generation, viral, direct mail, print, and contests and promotions. Managed agency production of TV spots on CNN and Fox News. Led corporate marketing. Managed a staff of 7.

- Developed marketing programs and defined campaign requirements for blue-chip brand sponsors, including Starbucks, Nintendo, Universal Studios, Amtrak, and Amazon.com.
- Oversaw creative production and campaign execution, yielding triple-digit % increases in site retention and engagement.
- Increased membership by 8-fold in 12 months, surpassing the 1M member milestone.
- Promoted from Director to Vice President after 9 months of employment.

RFL: More flexible work schedule to deal with family health matter

**NLG**, Woburn, MA (2003 – 2006)

*World's largest online cruise seller*

**Director of Marketing, Partner Brands** [2004 – 2006]

Managed a team of Brand Managers responsible for day-to-day execution of marketing plans. Participated in and led task forces to conceptualize and implement new CRM and loyalty initiatives.

- Oversaw white label branded partnerships with e-commerce travel companies and offline retailers, including Orbitz, Yahoo!, Priceline, Hotwire, Sam's Club, Wal-Mart, and various airlines, accounting for over \$350M in annual sales.
- Drove growth through co-branded promotions, search and email campaigns, digital and print media, retail signage and collateral, and business development.
- Allocated \$3M budget to a mix of acquisition and loyalty marketing and achieved 50% year-over-year blended sales growth, far outpacing company's internal sales forecast and industry benchmarks.

**Brand Manager** [2003 – 2004]

Liaised with product development, merchandising, and market research to identify customer segments, select product mix, and execute targeted promotions. Forecasted results and assessed brand health and performance through KPIs and ROI analysis.

- Managed over \$75M in gross sales with \$1.5M marketing budget and full P&L responsibility. Allocated budget to blend of point-of-sale, print, direct mail, email, and online marketing campaigns to exceed sales goals.
- Created distinct value proposition and product differentiation for each brand.

**PRINCESS CRUISES**, Santa Clarita, CA (2002 – 2003)

**Senior Associate, Strategy & Business Development**

Served as internal strategic consultant tasked with increasing direct-to-consumer business. Drove qualitative and quantitative market research from project conception and design to completion. Spearheaded fleet-wide business development to generate additional onboard and shoreside revenue from both customers and strategic partners.

- Directed corporate re-branding effort, with new "Escape Completely" repositioning in the marketplace.
- Served as the product marketing stakeholder in website redesign, focusing on rich engaging destination content.
- Reorganized company call center and overhauled agent training programs and compensation plans.
- Led analysis to identify and propose cost savings of \$1B over 5 years following Carnival Corp's acquisition of Princess.

**APPLIED INSURANCE RESEARCH**, Boston, MA (1998 – 1999)

*Natural catastrophe risk management software company*

**Group Manager, Product Management**

Sourced data products from global vendors and prepared databases for risk modeling and inclusion into software products.

- Introduced software updates ensuring products would reliably assess risk and potential losses from natural disasters.
- Supervised team of 6 in building B-to-B Internet service, enabling clients in real-time to forecast losses, allocate resources, and improve productivity.

**COOPERS & LYBRAND**, Boston, MA (1997 - 1998)

**Consultant**

**ABT ASSOCIATES**, Cambridge, MA (1995 – 1997)

*Highly regarded economic and social policy consulting firm*

**Analyst**

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**EDUCATION**

**THE ANDERSON SCHOOL at UCLA**, Los Angeles, CA

*MBA*, June 2001

**TUFTS UNIVERSITY**, Medford, MA

*BA*, Economics, May 1995

*Honors*: Summa Cum Laude, Phi Beta Kappa

*Study Abroad*: Universidad Autonoma, Madrid, SPAIN (all coursework conducted entirely in Spanish)