

Stacey Cost

Santa Fe, New Mexico

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Senior marketing executive with experience in Fortune 100 business environments as well as small and mid-sized entrepreneurial organizations. Proven track record of delivering results in diverse industries: healthcare delivery and financing, retail (twice), financial services (twice), dot com, cell phones and consumer packaged goods.

FAVORITE THINGS Dry humor, reading, dogs, brainstorming, curiosity, quick thinking, authenticity, team players, integrity and laughing so hard I cry.

EXECUTIVE SKILLS

- Building brands through creative thinking and enviable execution
 - Identifying and capitalizing on opportunities
 - Rewarding results, advancing people and fostering fun
 - Utilizing technology, people and opportunities appropriately
 - Being customer-centric and data driven
 - Setting daunting goals and delivering
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EXPERIENCE

2011 – present **VICE PRESIDENT, MARKETING & CUSTOMER ENGAGEMENT**

PRESBYTERIAN HEALTHCARE SERVICES – Albuquerque, New Mexico

Presbyterian is a \$5 billion not-for-profit integrated healthcare system with 9 hospitals, a multi-specialty medical group and a health plan serving commercial, Medicare and Medicaid members. Established in 1908 and headquartered in Albuquerque, NM with workforce exceeding 20,000.

Responsible for research, brand strategy, advertising, sales support, facility merchandising and content for all lines of business. Accountable for developing plans to address growth opportunities while maintaining the mission of the organization to improve the health of its patients, members, and communities. Presbyterian consistently enjoys the top position as the most trustworthy organization in New Mexico and the most preferred healthcare system and health plan.

- Create campaigns that deliver on business objectives for trial, adoption, and preference.
- Improve public website that delivers content accuracy, content performance, compliance, and conversion goals.
- Exceed new member goals for all health plan products (12 consecutive years of success).
- Manage an enterprise digital asset management system for workforce self-service.
- Direct in-house agency serving enterprise needs for materials, merchandising and events.
- Support a small, loyal, and tremendously effective marketing team with minimal turnover.

2009 – 2010 **VICE PRESIDENT – MARKETING**

HIGH COUNTRY GARDENS / SANTA FE GREENHOUSES – Santa Fe, New Mexico

A multi-million dollar online, mail order and brick and mortar purveyor of waterwise plants with a national customer base.

Responsible for brand positioning, events, sponsorships, merchandising, materials and digital.

- Created multi-channel visual identity and creative framework.
- Grew pay-per-click revenue 2x year-over-year with strict ROI requirements.
- Increased website traffic 12% year-over-year and accelerated transaction volume to compensate for lower average order value, thus stabilizing revenue.

2004 – 2009 **SENIOR VICE PRESIDENT MARKETING, MANAGING DIRECTOR**

THORNBURG MORTGAGE – Santa Fe, New Mexico

NYSE traded; national residential mortgage lender focused on the prime, jumbo segment of the mortgage market. \$5.2B in volume, # 737 on Fortune 1000 (2007).

Responsible for brand strategy, advertising, research, customer relationship management and digital to achieve origination volume across multiple channels.

- Direct origination volume grew from \$2.0B in 2004 to \$5.2B in 2007.
- Launched wholesale lending channel with 18 account managers and 600+ mortgage brokers.
- Evolved website as a key asset for customer retention and marketing ROI.
- Created digital asset management system for direct and indirect sales self-service.

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- 2000 – 2004** **EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER**
HOMEBANC MORTGAGE CORPORATION – Atlanta, Georgia
NYSE traded residential mortgage originator in the Southeast. \$5.9B in volume (2004).
- Responsible for branding, communications, digital, sales support, strategic alliances, research, public relations, community benefit and employee engagement.
- Launched \$319M IPO – HMB listed on NYSE July 2004.
 - Developed retail alliance brand and merchandising strategy that generated \$2.2B in volume.
 - Created content approach that earned #39 and #20 placements on FORTUNE® Magazine's 2004 and 2005 list of 100 Best Companies to Work For.
 - Formed *The HomeBanc Foundation 501(C)(3)* to manage community benefit investments.
- 1993 – 1997** **FOUNDING PARTNER**
SWAN MEDIA – Atlanta, Georgia
Founded one of the Southeast's leading internet services firms. Acquired by iXL in 1997.
- 1986 – 2000** **BELLSOUTH CORPORATION – Atlanta, Georgia**
NYSE traded Fortune 100 communication company. Continuous career advancement within wireless communication divisions of BellSouth.
- EXECUTIVE DIRECTOR Marketing** **1998 - 2000**
Responsible for revenue growth in 350 retail locations and 400 kiosk venues. Managed a \$125M budget, 55 headquarters personnel and 200 regional marketing staff.
- DIRECTOR Marketing Information & Programs** **1996 - 1998**
Trend analysis, market segmentation, forecasting and predictive modeling in support of two operating companies across 27 markets.
- DIRECTOR Marketing & Sales Analysis** **1993 - 1996**
Design, implementation, and analysis of compensation for 1,400 sales employees in 25 markets.
- GENERAL MANAGER New Business Development** **1992 - 1993**
Developed all marketing support materials for national account sales team.
- SENIOR MARKETING MANAGER Wireless Trials** **1991 - 1992**
Design and deployment of wireless technology field trials.
- SENIOR MANAGER International Market Planning** **1989 - 1991**
Research and price-demand forecasting for wireless network proposal responses to the governments of Australia, U.K., Venezuela, Chile, Mexico, Denmark, Brazil, and New Zealand.
- ASSISTANT MANAGER Market Planning** **1986 - 1989**
Research on competitor's wireless infrastructure, advertising, and pricing.
- 1985 – 1986** **PRODUCT MANAGER, SCRIPTO-TOKAI – Atlanta, Georgia**
- 1984 – 1985** **ASSOCIATE BUYER, FEDERATED DEPARTMENT STORES – Atlanta, Georgia**
- DEGREES** **UNIVERSITY OF GEORGIA – Athens, GA**
- MBA**, concentration in Finance
BBA, concentration in Marketing