**Alan W. Boyer**

3027 Montclair Circle aboyer@themarketinglab.net

Smyrna, GA 30080 678-360-2779 [linkedin.com/in/alanboyer1](http://www.linkedin.com/in/alanboyer1)

# **Lecturer & strategic marketing executive**

*With a Passion for Connecting Brands and Consumers*

Effective strategic counselor, hands-on project manager and highly creative brand champion with dynamic marketing and communications management experience in consulting, corporate and education environments. An innovative team builder and leader who works across organizations to develop go-to-market strategies that leverage market analysis, brand and digital assets to launch new programs and services, accelerate revenue, enhance client relationships and deliver results. University Lecturer. Basketball Coach.

**Professional Strengths and Core Competencies**

|  |  |  |
| --- | --- | --- |
| **Strategic Planning** | **Marketing & Communications** | **Digital Marketing** |
| * Research / Data Mining * Go-to Market Plans * Acquisition/Retention Programs * P&L Management * Vendor Selection | * Advertising / Direct Mail * Public Relations/Promotions * Organizational Communications * Executive Presentations * Executive Positioning | * SEO/SEM Strategy * Analytics/Content * Social Media * Digital/Retargeting * Websites/Mobile Apps |

**Professional Experience**

**ICON Medical Products –** Atlanta, GA , Jan. 2013 to present

### *Chief Marketing and Operating Officer*

### Led the strategic business, branding, product development and marketing and operations planning.

### Identified manufacturers to produce product line to serve institutional and individual customers.

### Developed go-to-market plan, product brand, packaging and marketing strategy.

### Directed marketing agency developing digital shopping cart with third-party solution provider.

**Atlanta’s John Marshall Law School/Savannah Law School, 2011-2012**

***Vice President, Marketing and Recruitment***

* Merged and restructured marketing and admissions operations.
* Increased applications and fees by 15 % in one year, despite three-year 11% industry decline.
* Supervised six associates and managed $1.3M budget and agencies.
* Opened up new revenue and application channel by launching award-winning mobile “app” to enable prospective students to apply using a smart phone or tablet.
* Branded and opened Savannah Law School branch, recruiting 500 applicants in first six months.

**Lightwave Security, Atlanta, GA, 2009-2011**

### *Chief Marketing Officer*

* Developed and executed marketing and communications strategy to accelerate awareness and adoption of enterprise security governance, risk and compliance products and services.
* Directed marketing agency on trade show strategy, media relations and partnership program.

.

**The Marketing Lab LLC –** Marietta, GA, **2005 to 2009**

***Founding Managing Partner***

Lead business development, managing client relationships and delivering marketing services.

Clients include: Georgia State University, Salone Enterprises (McDonald’s Owner/Operator), iGate, dSmart Retail Systems, A+ Tutor U, IMG Academies, ABBA Associates and Auburn Historic District Development Corporation

**Atlanta Life Financial Group** – Atlanta, GA, **2002-2005**

***Vice President, Chief Marketing Officer***

Directed strategic planning, product development, sales, customer service, public relations, marketing communications and IT functions. Managed five associates and $500K budget.

* Increased revenue 4% by developing, branding and introducing Memoir, a new consumer product for distribution through strategic partnerships in 17 states.
* Restructured the company, decreasing costs 30% and increasing productivity by 40%.

**Federal Home Loan Bank of Atlanta, GA, 2000-2002**

***Senior Vice President, Communications and Marketing***

Recruited to restructure product marketing, public relations, regional events and publications functions. Hired four associates. Managed $700K budget.

* Rebranded, upgraded collateral and member marketing; increased media awareness 35%.

**Equifax** – Atlanta, GA, **1998-2000**

***Vice President, Global Marketing Communications***

Promoted to direct corporate/business unit marketing communications, media relations and websites. Managed four associates, agencies and $1M budget.

* Launched patented consumer identity authentication products that increased security for enterprise systems and online financial transactions.

**First Data Corporation** – Atlanta, GA, **1996-1997**

***Director, Corporate Communications***

Supervised domestic/international PR, 34 websites and corporate rebranding. Managed two staff and MSL.

**ATLANTA COMMITTEE FOR THE OLYMPIC GAMES**– **1993-1995**

***Director, Creative Services/Deputy Director Olympic Village***

Recruited to plan and direct the groundbreaking ceremony for the Olympic Stadium, now Turner Field. Served on committee to select the Look of the Game Design Team. Planned the dance club, International Zone, branding, environmental and directional signage for main Olympic Village and seven satellite villages. Hired 30 associates. Managed $52M budget.

**THE COCA-COLA COMPANY –** Atlanta, GA, **1987-1993**

***Media Relations Manager***

Recruited to manage sports marketing events for the 1992 Olympic Torch Relay in Spain, the 1992 Kentucky Derby, the 100th Anniversary of the St. Louis Baseball Cardinals and the 1988 Calgary Winter Olympic Games. Managed Cohn & Wolfe and Fleishman-Hilliard.

### 

### ****SBC COMMUNICATIONS (Now AT&T) – Dallas/St. Louis, 1985-1987****

***Advertising Manager (Managed Ogilvy & Mather)***

**Other Professional Experience**

**Atlanta Hawks –** Atlanta, GA, April 2013- to present

### *Coach, Youth Basketball Development Program*

### Train and develop youth 7-14 in year-round skills development programs, including camps, demonstrations and clinics throughout metropolitan Atlanta. Support corporate fantasy events and employee events at Phillips Arena.

**Head Coach 13U-17U/VP, Georgia Hoopstars Girls Basketball Club, 2006-2011**

**NCAA-Certified Girls Basketball Coach, 2007-2009**

**Assistant Varsity Girls Basketball Coach, North Cobb Christian School, 2007-2008**

**Coach, Baylor University Elite Girls Basketball Camp, Summer 2008**

**State Representative, IMG Academies, Florida, 2005-2011**

**Head Coach/Assistant Coach, Kennesaw Mountain Middle School Girls Basketball Program, 2004-2007**

**Education/Professional Development/Academic Experience**

Master of Science in Journalism & Mass Communications, 1985

AQ Miller School of Journalism/Mass Communications

Kansas State University

Bachelor of Science in Journalism and Mass Communications, 1982

Lincoln University, MO

Certificate: Teaching Academy Center for Excellence in Teaching and Learning, May 2013

Kennesaw State University

Certificate: Brand Communications Strategy, 2002

Kellogg School of Management

Northwestern University

Certificate: Marketing Strategy, 2002

Kenan-Flagler Business School

University of North Carolina-Chapel Hill

**Memberships/Committees**

Faculty Senate Committee on Intercollegiate Athletics

University of West Georgia

Advisory Council of the AQ Miller School of Journalism and Mass Communications

Kansas State University

College Marketing & Recruiting Committee

Georgia Highlands College

Marketing Executive Roundtable

Robinson College of Business

Georgia State University

**Administrative Appointments**

Global Marketing Consultant, Summer 2013

Robinson College of Business

Georgia State University

Associate Dean/VP, Marketing and Recruitment, April 2011-June 2012

Department of Marketing and Recruitment

Atlanta’s John Marshall Law School

Savannah Law School, a branch of John Marshall Law School

**Teaching Appointments**

Instructor in Mass Communications, 2014-2015

Department of Mass Communications

University of West Georgia

Adjunct Instructor in Communications, Spring 2008 to present

Department of Communications

Kennesaw State University

Visiting Lecturer in Communications, Fall 2013-2014

Adjunct Instructor, Spring 2013

Department of Communications

Berry College

Adjunct Instructor of Communications, Spring 2014

Temporary Full-Time Instructor of Communications, Spring 2013

Department of Communications

Shorter University

Tenure Track Instructor of Communications, Fall 2010-2011

Adjunct Instructor of Communications, Fall 2009-2010

Advisor: Cultural Awareness Society

Division of Humanities

Georgia Highlands College

Adjunct Instructor of Communications, 2012-2013

Department of Visual and Performing Arts

Clayton State University

Adjunct Instructor of Communications, Fall 2006-2010

Department of Communications Arts

Reinhardt University

Adjunct Instructor of Communications, Spring 2006

Department of Communications

University of North Georgia

Adjunct Instructor of Communications, Fall 2005-2009

Department of English

Chattahoochee Technical College

Instructor of Journalism and Mass Communications, Fall 1983-1985

Graduate Teaching Assistant, Editing, 1982-1983

AQ Miller School of Journalism and Mass Communications

Kansas State University

### Courses Taught

Sports Communications

Public Relations Administration

Public Relations Writing

Public Speaking/Oral Communications/Speech

Rhetoric & Public Address/Persuasion

Business Communications

Technical Communications

Human Communications

Interpersonal Communications

Intercultural Communications

Human Communications

News Editing

Visual Communications

Composition & Rhetoric

Developmental Writing/Reading

Organizational Communications

**Curriculum Development**

Co-Author of Communications Curriculum for 15-hour Program of Study at Georgia Highlands College, 2010