

# JESSICA POWELL

Demand Generator + Growth Driver + Leader

jessicalalterpowell@gmail.com

www.jessicapowell.com

612.999.772

in jessicalalterpowell

tw jessicalalterpo

## RESULTS

Created in-house acquisition and retention marketing agency for **NEOPOLLARD INTERACTIVE**. Player-first marketing strategies drove over \$7.3 billion in bets \$992 million and 731,000 first time depositors amongst NPI's five iCasino, iLottery, and sports betting brands in 2022.

Scaled-up **GUESTBOOK SAAS** subscriptions by 50% by creating business development department and overall marketing strategy, increasing marketing qualified leads 27% and reducing churn by 15%.

After **BELLAGIO RESORT**'s brand awareness declined, partnered with pop culture icons Lady Gaga, Game of Thrones and James Corden to create social media content generating a 123% increase in engagement and a publicity value of +\$5 million.

## COMPETENCIES

**STRATEGIC PLANNING** - Consumer research, segmentation, portfolio development, brand positioning, and go-to-market strategies.

**BUSINESS DEVELOPMENT** - Opportunity identification, proposal generation, contract negotiation, and relationship management.

**TEAM LEADERSHIP** - Talent mentorship, cultural leadership, performance improvement, and priority determination.

**LIFECYCLE MARKETER** - Paid media, owned social, on-platform through CRM, loyalty, and VIP.

**SUPERPOWERS** - Motivating a team around a common goal, and ability to hold Balancing Stick yoga pose for two minutes.

"Jessica is one of those unique marketers who is equally as comfortable talking about sales results and analysis of campaigns, as she is about brand enhancement and expanding the player base. One of the best things about Jessica, however, is her energy and motivational personality. There wasn't a day that went by that I didn't feel empowered while on her team. Her positive attitude and ambition went a long way to keep me engaged and focused."

- Karen Bernkopf, Sr. Director of Product Marketing at IGT

### NEOPOLLARD INTERACTIVE | Head of Marketing, 2020 to present

Created holistic line of marketing and analytics services that increased corporate revenue over 57% YOY, exceeding targets by 17%. Hired a team of analysts, marketers, and UX professionals to generate compelling online player experiences for Alberta, New Hampshire, Virginia, North Carolina, and Michigan-based gaming organizations. Won *EGR*'s Acquisition and Retention Partner of the Year award in 2022.

- Acquisition and performance marketing program attracted over 596,000 First Time Depositors, a 35% YOY increase, while reducing CPAs 26%
- Retention/VIP program drove \$992 million in deposits annually, engaging 1.1 million players in network of iGaming and sports betting brands
- As a part of the executive leadership team, responsible for establishing revenue targets and annual strategic plan while representing the company at industry conferences

### MIGHTY FORCES CONSULTING | Las Vegas, 2019 to 2020

- **BETCONSTRUCT US** - Led the go-to-market strategy to introduce BetConstruct to the U.S., including brand and product positioning, sales enablement initiatives, development of website architecture and social media content.
- **THE GUESTBOOK** - Built cross-functional marketing and business development team for SAAS cash back rewards and loyalty program. Conducted user research to develop personas, value proposition and new brand positioning while developing go to market roadmaps for new product launches. Implemented lead generation and content marketing strategy that increased MQLs 27% and sales 50%. Developed customer success plan that reduced churn by 15%. Responsible for delivering monthly financial analysis and KPI report.

### BELLAGIO RESORT | Vice President of Brand Strategy, Las Vegas, 2018 to 2019

Developed guest journey mapping process that provided new understanding of luxury target segments. Initiated new procedures for monitoring brand health for Bellagio while establishing brand architecture model and brand training methods for employees. Led advertising agency partnerships as well as relationships with corporate centers of excellence to ensure brand consistency.

### INTERNATIONAL GAME TECHNOLOGY (IGT) | 2011 to 2018

- **Vice President of Marketing & Player Engagement**, Providence, 2015 to 2018  
Led repositioning IGT's 80 lottery products based upon lifecycle and user segment. Created presentations and customer-facing sales enablement materials for all products. Directed company-wide brand evolution establishing the "Modernizing Play" positioning and a more progressive visual identity, increasing IGT's revenue 27% to \$4.83 billion and lifting brand valuation to \$1.3 billion.
- **Vice President of Marketing & Product Innovation** working on behalf of the Hoosier Lottery, Indianapolis, 2013 to 2015  
Created product roadmaps and marketing strategies to attract millennials to lottery games, increasing new playership by 12% and led brand transformation increasing brand equity 10 points in nine months. Wrote annual business plan, owned all consumer engagement strategies, and was accountable for delivering 9% CAGR in FY14 with a reduced annual marketing investment. As a part of the privatization team, built a 30-member group responsible for product development, research, advertising, promotions, field marketing, interactive, and public relations.
- **Vice President of Marketing & Product Innovation** working on behalf of the Illinois Lottery, Chicago, 2011 to 2013  
Directed a 20-member team, responsible for product development, advertising, promotions, interactive marketing, and public relations that achieved 15 consecutive record-breaking months, totaling over \$2 billion in sales. Worked collaboratively with the operations and technology teams to launch the first legal e-commerce website for the purchase of lottery tickets online.

## EXPERIENCE, continued

### DAVID&GOLIATH ADVERTISING | Los Angeles, 2008 to 2011

Account Director & Business Development Director | Monte Carlo Resort, New York-New York Hotel & Casino, California Lottery

Repositioned Monte Carlo Resort & Casino as “Unpretentiously Luxurious” to differentiate the intimate, yet moderately-priced hotel from other mid-tier options. Redesigned montecarlo.com to increase user engagement and optimize cross-sell opportunities via contextual recommendations, social media feeds, and video. Initiated brand orientation program that educated all 2,000+ employees on their roles in helping guests “Feel Rich” during their stay. Managed California State Lottery account to support for all 50+ games with an annual budget of \$35 million and acted as brand steward, integrating efforts with five other marketing firms.

### BBDO | Chicago, 2005 to 2008

Vice President, Business Development Director

Responsible for prospecting and acquiring new business for BBDO. Served as the “agency’s agency” by developing and executing marketing and public relations programs. Wrote all RFP responses – over 45 in a three-year period and responsible for coordinating every facet of the pitch presentations.

### DDB WORLDWIDE | New York, 2002 to 2005

Account Supervisor | New York Lottery and Subaru

Supervised agency staff and daily operations for the \$75 million New York Lottery account including integrated advertising programs and events for instant games, Mega Millions, Take 5 and the launch of video lottery terminals.

### MCCANN | Los Angeles, 2000 to 2002

Account Supervisor | Cathay Pacific Airways and Mexico Board of Tourism

Managed North American marketing efforts for Hong Kong and Mexico-based hospitality accounts, totaling \$22 million in billings.

### LEO BURNETT | Chicago, 1998 to 2000

Account Executive | Walt Disney World and Disney Cruise Line

Oversaw strategic development, creative execution, and production for all CRM lead-generation programs.

“A thoughtful strategist, a keen listener, a gifted presenter, complete situational awareness in any room or circumstance, and an influential force, able to bring out the very best in her team. If you’re able to earn Jessica’s trust, you’re doing it right. And lord almighty, if ever there were a champion for big, game-changing ideas, it’s Jessica. The fact that she exudes positive energy and is a kind-hearted human being is just gravy.”

- Peter Kim, President, Chief Creative Officer at MKR

## CORE COMPETENCIES

**SPEAKER** - Noted public speaker and media spokesperson. Presented at events such as the LaFleur’s and NASPL Lottery conferences and featured speaker for the Advertising Education Foundation. Media spokesperson for Hoosier Lottery.

**INFLUENCER** - Quoted as an industry expert in publications such as *Advertising Age*, *Public Gaming International*, and *DMNews*.

**USER** - Hubspot certified, Salesforce, Google Analytics certified, Hootsuite certified, Power BI, Wrike, Asana, MailChimp, SurveyMonkey, AskSuzy, and all Microsoft Office products

**AUTHOR** - Created influential white papers and articles designed to inspire:

- “Are Eye-Popping Jackpots Causing Player Fatigue,” January 2023
- “Understanding the Potential iLottery Player,” August 2022
- “Five Tips for Avoiding the Player Acquisition Doldrums” *EGR*, December 2021
- “Understanding Boutique Aficionados: Harnessing Actionable Insights,” December 2019
- “The Non-Player Point of View: Can Barriers Become Breakthroughs?” January 2018
- “Changing Hearts & Minds: A New Model for Data and Insight Integration,” *Public Gaming Magazine*, April 2014
- “Finding Opportunity in Troubled Times,” Hospitality Sales and Marketing Association’s *Marketing Review*, April 2009
- “Maximizing the Nine Stages of the Vacation Planning Cycle,” *MediaPost*, December 2008

## EDUCATION

### KELLOGG SCHOOL OF MANAGEMENT

Innovating New Products and Services

### UNIVERSITY OF CHICAGO, Graduate School of Business

Chicago Management Institute

### SOUTHEAST MISSOURI STATE UNIVERSITY

Bachelor of Science

## INVOLVEMENT

Advertising Education Foundation, featured speaker

Hospitality Sales and Marketing Association International, journal contributor and member

Association for Women in Communications, member

Professional Advisory Council, Southeast Missouri State University—helped set curriculum and entry guidelines for advertising program