

CATHERINE S. MARQUETTE, MBA

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Marketing Executive | Senior Leader | Relationship Builder | Revenue Driver

Former Pepsi, New Balance, New York Mets, New York Road Runners, D.C. United

Marketing executive with 20+ years' proven track record of success in brand management and across sports industry, specializing in corporate and community partnerships. Driver of strategic growth and commercial revenue. Builder of strong teams and award-winning marketing campaigns through leadership and innovation. Elicitor of trust amongst clients and other stakeholders. Adept at cultivating genuine relationships. Firm yet fair negotiator.

AREAS OF EXPERTISE

Brand Strategy
Business Development
Integrated Marketing

Social Media
Partnerships & Sponsorships
Negotiation & Execution

Agency & Event Oversight
Client & Stakeholder Relations
Coaching & Mentoring

HIGHLIGHTS

- **NYRR**—secured 10 year, +\$100M sponsor, largest in organization's history; created business solutions function.
- **New York Mets**—oversaw +\$60M portfolio of 110+ sponsors; hosted MLB All-Star Game; created CRM system.
- **New Balance**—led cause marketing partnership, resulting in +\$25M sales and 200M+ generated impressions.
- **Pepsi**—managed 2 TM Pepsi global rebranding campaigns, translating authentically through sport of baseball.
- **D.C. United**—founded separate 501(c)3 non-profit arm; twice won MLS Community Relations Executive of Year.

WORK EXPERIENCE

Vice President, Client Services, REDPEG MARKETING, Alexandria, VA **09/2021–09/2022**

Responsible for oversight of 12+ clients and 500+ experiential marketing dates across sports, music, and other cultural touchpoints. Senior Leadership Team (SLT) member. Sponsor of women's employee resource group (ERG).

- Shored up departmental operations after assuming duties of vacant Co-VP's role through process overhaul, problem solving, and over-communication, minimizing potential risks to clients' goals and satisfaction.
- Amplified culture of accountability through SLT bi-weekly meetings, identifying organic growth gaps and strategizing solutions; despite staffing situation, kept gap to single digit % and grew Capital One by +100%.
- Supported business development efforts as sports' subject matter expert (SME) for all new and organic growth pitches, helping to close new 7-figure client, technology giant Meta.
- Recognized by teammates with 'Unifier' award for best representing agency's core value of unification (2022).
- Oversaw 16-person account team for clients such as GEICO, Niantic, Yuengling, WhistlePig, and DISH.

Vice President, Marketing & Communications, YOGA ALLIANCE, Arlington, VA **11/2018–05/2020**

Responsible for brand strategy, creative design, digital marketing, social media, content marketing, and public relations for global trade association for yoga teaching, serving 100K+ teachers and 8k+ schools. SLT member.

- Took on responsibilities for education, member benefits, and advocacy departments after 6 months due to strong communication and leadership skills, better integrating marketing strategy and streamlining operations.
- Supported membership through creation and curation of accelerated and comprehensive COVID relief plans, developing robust calendar of live digital events, toolkits, and other aids to get members back to business.

- Undertook 18-month review of teaching standards through surveys, in-person listening tour, virtual town halls, and expert-led working sessions, resulting in overhaul of standards for first time in 20-year history, communicated via integrated marketing campaign, including podcast tour, live Q&A events, digital, and social.
- Promoted yoga's positive effects on health and wellness through research-based content marketing program.
- Managed 8+ person team across marketing, communications, education, member benefits, and advocacy.

Director, Executive Advisor, GARTNER, INC., Arlington, VA

03/2017–10/2018

Responsible for providing strategic and tactical advice to CHROs and their teams at Fortune 1000 companies across topics such as change management, culture, diversity & inclusion, learning & development, and talent acquisition.

- Accelerated clients' implementation of critical priorities during 100+ virtual 1:1 and group interactions through in-moment root-cause analysis and problem solving, utilizing Gartner's research and best practices.
- Received division-wide 'Yoda' award for best coaching, mentoring, and encouraging of teammates (2017).
- Began career at The Advisory Board Company/CEB as Senior Research Associate (08/1997–02/1999).

Director, Business Development & Partnerships, NEW YORK ROAD RUNNERS, NY, NY

07/2014–05/2016

Responsible for selling, activating, and renewing marketing partnerships for 30+ sponsors (+\$25M portfolio) for world's largest marathon and 40+ other NYC-based running races. Oversight of staff, budgets, and timelines.

- Opened up footwear & apparel category through go-to-market (GTM) strategy, growing category by +300% in revenue and securing additional commitments towards media, advertising, and promotional spends; co-branded merchandise collections; physical running center integration; and additional year-round activation.
- Uplevelled analytics by creating business solutions function, responsible for research, measurement, ideation, creative design, and inventory management, proving media valuation of +\$30M across 4 events in first year.
- Led 7-person team responsible for business development, partnership marketing, and sponsorship analytics.

Senior Director, Corporate Partnerships, NEW YORK METS, New York, NY

04/2011–07/2014

Responsible for overall strategic direction of partnership marketing department and execution, upsell, and renewal of 110+ sponsors (+\$60M portfolio). Driving force behind relationships with and activations of signature partners, including Citi (naming rights), Verizon, Budweiser, Pepsi, Delta Air Lines, Caesars Entertainment, GEICO, and Xerox. Main partnership contact for 2013 MLB All-Star Game (ASG). Host of league-wide partnership marketing summit.

- Spearheaded activation of Citi's 20 year, +\$400M naming rights deal through alignment on goals and objectives as well as collaboration and negotiation amongst cross-functional team of external and internal stakeholders, resulting in dynamic brand, business, community, and employee-centric marketing plans and engagements.
- Optimized revenue opportunities through launch of customer relationship management (CRM) system across Mets and SportsNet New York, streamlining sales process, managing inventory, and holding rate card valuation.
- Directed 5-person team, aligning by industry and function and implementing rotational game-day system.

Manager, Global Cause Marketing & Brand Management, NEW BALANCE, Boston, MA

05/2010–04/2011

Responsible for marketing strategy and execution of cause marketing partnership portfolio. Also responsible for brand management of apparel category.

- Led partnership with Susan G. Komen Foundation through integrated marketing support of 120+ 5k races and 3-Day walks, national online contests, digital marketing initiatives, in-store advertising, and licensed "pink ribbon" merchandise collection, resulting in +\$25M in sales, +\$1M+ in funds raised, and 200M+ in impressions.
- Integrated New Balance apparel into footwear marketing campaigns and created apparel-first marketing plans, focusing internal attention and resources and building consumer awareness and consideration.
- Received 2010 GOLDEN Halo Award for best national/local integration of Komen 20+ year partnership.

Associate Manager, Sports Marketing & Brand Management, PEPSICO, Purchase, NY **08/2008–05/2010**

Responsible for relationships, contracts, budgets, marketing strategies, brand campaigns, and activations with premier sports entities Major League Baseball (MLB), NFL (National Football League), and Jeff Gordon Racing on behalf of Pepsi, Diet Pepsi, Pepsi Max, Aquafina, and other beverage brands within PepsiCo family.

- Sold through 100+ marketing programs through regular communication with brand teams and other internal stakeholders, amplifying partnerships via national and local media spends, broadcast integrations, marquee signage, VIP hospitality experiences, pass through rights, field marketing toolkits, and sampling programs.
- Adapted two TM Pepsi's global rebranding campaigns, *Word Play* and *Pepsi Refresh Project*, authentically to baseball fans through on-air, online, in-store, and on-site engagements, leveraging sport's cultural relevance.
- Improved management of 50K+ contractual tickets across all NAB sponsorships via co-building first-ever PepsiCo-wide online ticket management system with Gatorade counterpart.
- Began tenure as MBA intern in multi-cultural marketing department (summer 2007).

Director, Community Relations; Founder, United for D.C., D.C. UNITED, Washington, DC **01/2000 – 08/2006**

Responsible for all community relations and fan development activities, including player appearances, donation requests, youth soccer and non-profit partnerships, supporter club relationships, and alumni relations.

- Enhanced team's brand awareness and increased impact on community by founding 501(c)3 non-profit arm, overseeing board development, public relations, fundraising events, soccer programming, and grant initiatives.
- Spearheaded league-wide community outreach through collaboration with MLS and other AEG-owned teams, resulting in first national program; hosted first-ever community relations summit.
- Launched first-ever after-school youth soccer league in Wards 7 & 8 (DC), impacting 1K+ youth in first year.
- Earned Major League Soccer's league-wide Community Relations Executive of Year Award (2003 & 2005).
- Began tenure as ticket sales and customer service representative before promotion (02/1999–01/2000).

ENTREPRENEURIAL EXPERIENCE

Freelancer, Washington, DC **08/2016–Present**

- Consult small companies on brand management, marketing strategies, and revenue growth opportunities.
- Offer Co-Active coaching, corporate mindfulness, and yoga classes via owned and operated online platform.

EDUCATION

Master of Business Administration (MBA), Georgetown University, Washington, DC

Bachelor of Arts (BA), Economics & Communications, University of North Carolina, Chapel Hill, NC

- Varsity Athlete, Cross Country and Track & Field

AFFILIATIONS

CHIEF, 2022–Present

Women In Sports & Events (WISE), Multiple Years–Present; former DC Chapter Co-President

National Sports Marketing Network (NSMN), Member, Multiple Years—Present

America SCORES, New York Board Member, 2012–2016; DC Board Member, 2003–2006

LICENSES & CERTIFICATIONS

Co-Active Training Institute (CTI), Coaching Core Curriculum Graduate & Assistant, 2021–Present

Yoga Alliance, Experienced-Registered Yoga Teacher (E-RYT 500), 2018 – Present; RYT 200, 2009–2018

YogaWorks, Registered Yoga School 200 (RYS 200) Teacher Trainer, 2018 – 2020; Teacher, 2009–2020