

MIKE ARSENEAULT

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PROFILE

A highly-energized creative, brand & retail marketer, industry leader, and “consumer experience” strategist with a proven track record of developing innovative strategies and integrated plans that convert consumers to loyalists and build brand strength. People-oriented, results-driven, consumer-focused, passionate and resourceful with a heightened sense of urgency.

CAREER SUMMARY

RECREATENOW LLC (JAN 2017-PRESENT)

Owner & Creator, Creative Consultancy serving modern Portland and Tillamook County.

Areas of Expertise:

Marketing strategy & consultation
Branding / Identity
Advertising
Creative Services

Photography
Theatre Production (see Performance & Production Resume)
Event Planning
Interior Design & Staging Consultation

NIKE, INC. (FEB 2004 – JAN 2017)

The world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities.

Global Retail Brand Director, Brand Story (Cross-Category) & Direct-To-Consumer (Oct 2014 – Jan 2017)
Global Retail Brand Director, Young Athletes (Mar 2011 – Oct 2014)
Global Brand Manager, Sportswear (July 2009 – Feb 2011)
Senior Multi-Category Brand Manager, Toronto CAN (Feb 2007 – June 2009)
Multi-Category Brand Manager, Toronto CAN (Feb 2004 – Jan 2007)

Accomplishments (Global):

- Elevated to Retail Brand Director (Brand Story) to drive Nike Tier 1 global seasonal brand stories from brief through execution and lead numerous store service initiatives including the new pinnacle trialing experience.
- Recruited to lead end-in-mind vision for Young Athletes retail concepts. Led development of expanded spaces in Nike-owned retail, spearheaded first Marketplace Transform wholesale concept (The Nike Fly Zone), and drove first category wholesale.com directive resulting in significant new growth for the category, which exceeded \$2.2B in revenue in 2012.
- Led partnership and planning with Western Europe team to open flagship shop in Harrods that is exceeding revenue/margin targets.
- Led seamless Go-To-Market (GTM) transition for the global Sportswear brand team during 2009 company re-organization. Directed category brand teams across 10 key Nike markets to ensure alignment in integrated marketing plans generating category growth and leadership confidence.
- Wrote and communicated category brand briefs across multiple seasons and partnered with all brand functions (retail, PR, digital, advertising, sports marketing, events and influencer marketing), sales and merchandising, and product teams on strategic alignment.
- Led GEO teams across multiple seasonal brand campaigns to launch and establish significant new NSW styles (AW77 Hoodie, N98, GS Polo, Destroyer) and brand-enhancing campaigns (WC2010 Bleed Your Colors), (FAHO10 Mavericks of Sport and Life/Destroyer) and (SpSu11 Love to run. Live For.).
- Developed best-in-class processes and GEO/Territory communication model to improve partnership with all key teams.

Accomplishments (Canada):

- Led Brand strategy in Canada for Sportswear, Basketball, Action (launch), Global Tier 1 Initiatives, as well as Canada energy influencer marketing and events. Highlights include: 2004 Olympics (Art of Speed), 2005 Run TO (Gold Marketing Award), 2006 World Cup (Joga Bonito), Battlegrounds, 2007, AF-1 25th Anniversary and 2008 Olympics, 080808 NSW Label Launch.
- Developed energy influencer network in Canada, established Tier Zero account distribution, and led development of several highly successful global energy consumer events and experiences: Art of Speed, Ginga, Gitoni Football Art Exhibition (a Nike Art Gallery on Queen West), Dunk Wars (online) and "Studio 76" the first dedicated brand energy space in Canada.
- Lead marketing strategy for all category brand initiatives from strategy through to measurement.
- Champion consumer insights. Developed and implemented several research studies and tools to help fuel deep consumer insights: Plus I Run (Insight into Female Runners), Off The Rails (Action Sports), Project Kicks: Sneakerheads (Sneaker Culture Influencer Model), Premium DNA (What makes a premium brand).
- Oversee all quantitative tracking; Brand Health Monitor (BSM), NPD Shares, Women's Training U&A Study.

THE SECOND CUP LTD / CARA OPERATION (SEPT 2000 – FEB 2004)

Canada's leading specialty coffee retailer with 390 owner-operated locations. Responsible for marketing budget in excess of \$5 million. Directed development of 5 direct reports and recruited and led 4 agency partners. Marketing budget \$5M+. Report to CEO.

Director of Marketing

Accomplishments:

- Recruited to lead and develop a strategic marketing plan to turnaround declining same store sales and increase market share.
- Initiated consumer-led brand re-positioning and spearheaded development of revitalized creative and communications strategy resulting in an improved and measurable consumer value proposition.
- Conducted in-depth brand audit and agency review and implemented a new consolidated agency partner model reducing annual fees by \$250,000 and improved overall marketing effectiveness.
- Directed development of "Second Cup. First thing™" advertising campaign that increased overall brand awareness 15%-25%. This campaign solidified the brands positioning and strengthened overall brand health as measured by PMB Consumer Pipeline scores.
- Developed 15+ national consumer product promotions, which achieved same store sales increases ranging from 5%-10%. Promotions generated trial levels above industry standard and drove measurable new traffic and visit frequency increases and cheese size improvement.
- Led media, public relations and product placement plans that generated an audit value of \$3.5 million.
- Launched a leading edge, dynamic and interactive consumer website (secondcup.com), and grew online database 200%. Revamped and re-developed a new intranet site (seccup).
- Initiated next generation Store Design Concept. 15-20 newly designed stores and re-fits were rolled out and adopted by international master franchise partners.
- Launched new customized Customer Satisfaction Measurement program branded Second To None™.
- Developed and launched a Local Café Marketing (LCM) program consisting of a comprehensive user's manual, toolkit and intranet site to assist franchisees with local marketing efforts; a new Store Opening Guide, a new Visual Impact Merchandising (VIM) program.

HMV NORTH AMERICA (JAN 1994-SEPT 2000)

With over 80+ years of music retailing history, HMV is Canada's premier retailer of music, DVD, Blu-ray, Headphones, books and more.

Director of Marketing July 1998 – September 2000

National Advertising Manager January 1995 – June 1998

Superstore Marketing & Live Event Manager January 1994 – January 1995

Accomplishments:

- Reporting to VP Marketing, developed and implemented all national campaigns and marketing programs for Canadian retail operations [100 stores] with annual sales of \$320 million. Integrated programs for use in U.S. market. Managed \$5 million marketing budget. Awarded Retailer of the Year for 7 years in a row.
- Provided strategic leadership in the successful launch of HMV's e-commerce Internet site in spring 1999 [HMV.com], and exceeded planned sales targets.
- Developed media and public relations strategies resulting in improved planning and buying efficiencies and strengthened brand awareness levels.
- Directed creative agencies in development of all national campaigns, promotions and event marketing and oversaw all advertising and point-of-sale production and custom packaging to ensure brand alignment.
- Developed and negotiated third party consumer and trade cross-promotions and industry sponsorships.

HARROD & MIRLIN ADVERTISING / INTERPUBLIC AGENCIES (AUG1990 – JAN 1994)

Account Supervisor, LEVI'S

Accomplishments:

- Responsible for account management and marketing/advertising execution of advertising and promotion plans for Levi Strauss (multi-brand portfolio including Levi's, GWG, Riley and Dockers). Annual billings in excess of \$9 million.
- Led creative strategies and briefs for several award-winning campaigns (Marketing, Bessies, OBIE Gold).
- Other Accounts: Dempster's; Nabob Coffees; Ashley-Koffman Foods, Princess Margaret Hospital.

ROBINSON HALL ADVERTISING (AUG 1987 – AUG 1990)

Senior Account Manager, MITSUBISHI, ONTARIO LOTTERY, LENNOX

Accomplishments:

- Responsible for account management and marketing/advertising execution of advertising and promotion plans for Levi Strauss (multi-brand portfolio including Levi's, GWG, Riley and Dockers). Annual billings in excess of \$2 million.

EDUCATION & PROFESSIONAL CREDENTIALS

2003 ACCELERATED MANAGEMENT PROGRAM (AMP) CERTIFICATE

Joseph Rotman School of Management – Executive Programs

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

University of New Brunswick
4 years (Graduate, Marketing Concentration)

CREATIVE ADVERTISING CERTIFICATE (C.A.A.T.)

Loyalist College of Applied Arts & Technology
2 years (Graduate, Dean's List)

CERTIFIED ADVERTISING AGENCY PRACTITIONER (C.A.A.P.)

Institute of Canadian Advertising,
2 years part-time (Graduate, Honours)

VISUAL MERCHANDISING & DESIGN

Ryerson Polytechnical Institute
(Graduate, Honours)

PROFESSIONAL DEVELOPMENT

- Insights DISCOVERY (2012)
- Nike Line Of Sight (Financial Management & Decision Making)
- Nike FCPA Anti-Bribery Online Course (Foreign Corrupt Practices Act) – Certificate 12/28/07
- MICA Negotiating Skills; Extraordinary Conversations to Breakthrough Results; Management through People; Time Management; Stress Management
- Situational Leadership II (Ken Blanchard, Art of Facilitation)
- Hay McBer Leadership 4-Day Conference

SPEAKING ENGAGEMENTS

- Invited Guest Speaker at numerous Industry Conferences / Workshops:
- Marketing To Youth
- Event Marketing (Creating Success Through Disruption – RUN TO)
- Sponsorship
- Advertising Effectiveness
- Media Effectiveness
- Word-Of-Mouth Marketing

SELECTED AWARDS & RECOGNITION

- 2012 Dream Big Award (Young Athletes) – Recognition of \$2 Billion Category Revenue Milestone
- 2010 Nike Global Maxims Awards (nomination) – Master The Fundamentals: AW77 Launch
- 2008 Beijing Global Summit: Perdita Takes Flight (Best Creative Idea: Superior Lightweight)
- 2007 Nike “Player Of The Game” Award (Individual Award) – 25th Anniversary of Air Force 1
- 2006 PROMO! Awards: RUN TO (Gold - Best Event Marketing)
- 2006 “Marketers That Mattered” Nomination (Nike - RUN TO) – Marketing Magazine
- 2006 Media Innovations Awards: Gitoni Exhibition (Certificate)
- 2006 Nike Global Maxims Awards (nomination): World Football Influencer Marketing Team
- 2005 Media Innovation Awards: RUN TO (Gold), Battlegrounds (Silver), Marketing Awards (2 Silver, 1 Bronze)
- 2005 Nike Global Maxims Award (winner): Speed Team (2004 Olympics)
- 2003 Obies: Second Cup First Thing Campaign (merit)
- 2002 RAC Awards (winner): Best Retail Marketing (Second Cup) – Retail Council Of Canada
- 2002 Cassies: Second Cup First Thing PR Campaign
- 2001 President’s Award (Second Cup) - Awarded for overall leadership and contribution to the organization.
- 2000 RAC Awards (finalist): Best Retail Marketing (HMV) – Retail Council Of Canada
- 2000 CMW Awards (winner): E-tailer Of The Year

PUBLICATIONS

- Gifted Education International Journal - “Suicide and Creative Promise” (1985) – co-authored with Dr. David Willings
- Chips and Pop: Decoding The Nexus Generation (1998) – Robert Barnard

CHARITY LEADERSHIP / INTERESTS

- Canadian Music Therapy Trust Fund Board, Stumptown Stages Board Member & Troupe Director, Seascapes HOA Board
- Award-winning actor/singer, writing/poetry, theatre direction/production, photography, food styling, renovation & interior design

GET CONNECTED

WEBSITE: RECREATENOW.COM

LINKEDIN: <http://www.linkedin.com/pub/1/a90/235>