

LYNN CHANG

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Marketing executive known for outstanding creative skills, ability to manage and grow profitable businesses, develop effective cross-functional teams and innovative consumer product marketing in the fast-paced volatile businesses such as toys, entertainment, health & beauty and e-commerce.

New Business Development • Market & Consumer Research • Competitive Analysis • Branding • Traditional, Direct & Online Marketing • CRM • ROI Analysis • Product Development & Sourcing • Product & Project Management • Web Analytics • Social Media • UI/UX Design • Cross Functional Team Management

EXPERIENCE

2002 - Present

Client: Walt Disney, Burbank CA (2008 - 2009)

\$35 billion industry entertainment leader with multiple assets including Film, Television, Consumer Product Licensing, Theme Parks and Internet.

Senior Internet Producer Consultant

Created Brand Directional Outline for a new Spanish-language website for Hispanic Moms including: business case, competitive analysis and pro-forma in coordination with multiple internal Disney groups: Disney Corporate, Disney CRM, Disney Interactive Design Group, Disney Technology and Production Operations.

Selected Accomplishments:

- Created site map, wireframes of all major templates, navigation scenarios recommendations and supporting high-level flow charts based on best-practices UI/UX Design.
- Developed content programming, refresh strategy, and cycles through analysis of internal multimedia content assets and identified external content partners.

Client: Overbreak, Chatsworth CA (2004 - 2007)

\$100 million international retail development company specializing in leveraging infomercial toy, fashion and health & beauty product launch into retail: Digidraw, Hoverdisk, Zip-It, être, Institute of International Beauty.

Health & Beauty Consultant

Provide integrated leadership in aggressive six-month launch schedules including product development, product sourcing, brand packaging & identity.

Selected Accomplishments:

- Increased product sales by expanding the être Dead Sea product line into classic retail categories: facial care, anti-aging, body care, hand and foot, and revamping fragrances to introduce product cross-sell and eliminate cannibalization.
- Launched new brand from concept to development, including branding, packaging, domestic and international sourcing to ensure perceived line value maintained a 5 - 10 time retail mark-up.

Client: Xpressbet, Washington, PA (2002 - 2004)

Horse Racing Advanced Deposit Wagering online gaming company with live streaming video, real-time bets in commingled paramutuel pools, that generates \$200 million in annual handle.

Marketing Consultant/Interim VP of Marketing

Provided leadership for interactive site production and launch: planning, scheduling, budgeting, CRM and sales collateral, ROI analysis, UX (customer experience) optimization, building and managing internal marketing and creative teams.

Selected Accomplishments:

- Initiated and executed competitive customer acquisition program with a 20% conversion to establish the foundation Customer base prior to site launch.
- Delivered 53% over target customer acquisition goals with multi-media launch campaign including direct mail, integrated print, online, CPC banner advertising, radio, simulcast TV and on-track presence.
- Authored, presented and executed 2004 Marketing Plan based upon prior year business analysis that resulted in a 15% reduction in both media spend and customer CPA.

ON THE COVER Los Angeles, CA (March 2000 - June 2002)

Cross-media company leveraging the \$24.5 billion magazine subscription business through a primetime syndicated game show that tests contestants knowledge of celebrities featured on magazines, books, CD's and videos and offers these same items for sale online.

Vice President of Marketing

Managed development e-commerce/online gaming site, launch marketing and advertising strategy, research/response reporting and creative and marketing departments.

Selected Accomplishments:

- Developed corporate mission, branding initiatives and three year financial projections for Series A round financing.
- Authored website request for proposal (RFP), reviewed online agencies and negotiated contracts for the build of a \$3MM online gaming and e-commerce website capable of withstanding 10,000 hits/minute of media driven traffic.

YOUBET.COM Los Angeles, CA (June 1999 - March 2000)

On-line brokerage for live interactive horse racing and wagering with \$500MM in annual wagering.

Director of Marketing

Manage Direct Response, creative and advertising, media and new media (SEO, SEM) planning, tradeshow, public relations, research/response reporting and full-time staff of six.

Selected Accomplishments:

- Reduced marketing overhead by 60% by consolidating ad agencies, negotiating retainer fees, streamlining customer communications and delivered a 5-fold increase in Direct Mail from a 0.37% to top of industry rates of 1.9%.
- Launched the first on-line gaming contest, "The Youbet \$250,000 Breeders' Cup Challenge", that increased customer acquisition 30% and customer wagering 36%.

MATTEL TOYS, INC El Segundo CA (September 1997 - June 1999)

The world's largest toy company worldwide with \$5.9 billion in sales.

Senior Product Manager

P&L responsibility for Plush, Electronic Hand Held Games and Games and Puzzles with \$80MM in domestic sales delivered on a highly effective promotional budget of \$8MM and worldwide sales of \$120MM. Developed strategic direction for brands, including product development, advertising, packaging and related financials.

Selected Accomplishments:

- Developed strategic plan that grew the TYCO Plush business from \$30MM to \$45MM in one year.
- Led a new ventures SWAT team to spearhead a \$10MM emerging category segment, Girls Electronics, including developing a brand vision, negotiating Teen Magazine licensing agreement, creating an innovative marketing plan and three-year growth strategy.
- Directed highly effective television advertising and media plans that delivered on or above the financial plan bolstered by innovative retail tie-ins such as light activated, "talking" Bubba Shelf Talkers that increased customer purchase three times at selected retailers. navigation and immediately communicate brand, benefits, features and ongoing promotions

YES! ENTERTAINMENT CORPORATION Pleasanton CA (October 1995 - August 1997)

\$100MM promotional toy company led by Don Kingsborough, who was responsible for first electronic toy hits such as Yak Bak and TV Teddy.

Product Manager

P&L responsibility for Food Activity, Craft Activity, Electronic Toys and Plush with worldwide sales of \$12MM. Led product development, directed advertising, media plans and co-marketing efforts.

Selected Accomplishments:

- Spearheaded industry's first 900 MHz Walkie Talkie, V-Link directed to teenagers.
- Created YES! first entry into licensed food activity with Mrs. Fields Baking Factory and doubled the licensed food activity business to \$10MM in domestic sales with the Baskin- Robbin's Ice Cream Maker.

DISCOVERY TOYS Livermore CA (May 1994 - September 1995)

\$100M Multi-level marketing (MLM) toy company focused on developmental toys for children.

Product Development Manager

P&L responsibility for all in-house developed products, directed strategic product development, pricing, catalogue advertising and promotions.

Selected Accomplishments:

- Directed the first profitable in-house toy lines that delivered on the company mandate of a 5 time mark-up.
- Negotiated Co-Development manufacturing agreements for all in-house product lines.
- Won 1995 National Parents Publication Award for The Imagination Kit, a self-contained kit designed to stimulate children's imaginations.

BLACK EYE DESIGN Palo Alto CA (May 1991 - January 1994)

Product and Graphic Design consulting company with clients including M&M Mars and Apple Computer. Active design house until 1999.

Co-founding Partner

P&L responsibility for Plush, Electronic Hand Held Games and Games and Puzzles with \$80MM in domestic sales delivered on a highly effective promotional budget of \$8MM and worldwide sales of \$120MM. Developed strategic direction for brands including product development, advertising, packaging and related financials.

Selected Accomplishments:

- Launched Brave Labels, floppy disk labels with distribution including Fry's Electronics, Museum of Modern Art stores and media pick ups in MacWorld and Metropolis.
- Re-designed M&M Mars product development offices with consideration to work flow, cross functional team interface and overall M&M Mars branding.

E D U C A T I O N

STANFORD UNIVERSITY Stanford, CA (1989 - 1991), MS in Mechanical Engineering, magna cum laude

UNIVERSITY of MICHIGAN Ann Arbor, MI (1985 - 1989) BS in Mechanical Engineering, cum laude

T E C H N I C A L S K I L L S

HTML, CSS, Adobe CS4: Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Microsoft Office, Visio, Google Analytics, Facebook, Twitter

H O B B I E S

13 time published author/illustrator • illustrator of the estate of Erma Bombeck • published poet • concert level pianist • avid gardener • photographer • hiking • spinning • running

S I T E S & B L O G S

Chocolate Grail, www.chocolategrail.com: The Internet's most mouthwatering gourmet and artisan chocolate directory with corresponding blog, Facebook and Twitter pages.

Kitty Planet, www.kitty-planet.com: e-commerce site directed to fashionable felines with corresponding blog, Facebook and Twitter pages.