

Michael Charles Dempsey

MARKETING MAVEN & CLIENT RELATIONS EXPERT

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Professional Profile

Results-driven Marketing Leader with over 20 years of experience driving go-to-market strategies for both B2B & B2C products/services and Fortune 500 accounts. Proven track record in lead generation, increasing client acquisition through AI-driven automation. Expert at bridging the gap between deep engineering requirements and executive business objectives to fuel pipeline growth and revenue. I leverage award-winning marketing strategies and industry best practices to drive demand generation and achieve market leadership.

Core Competencies

Marketing Strategy: Brand Development, Demand Generation, SWOT Creation, Trade Show Execution, Market Research, & Competitive Positioning, Public Relations

Marketing Toolset: Google AI Certified, HIPAA, SOX, Agile, Jira Project Management, Adobe Creative Cloud, MS Office Suite, SEO/SEM, Award Winning Creative & Social Media, Paid Media Advertising, E-commerce, Workflow Automation, & CRM Management (Salesforce/HubSpot)

Content & Creative: Write Technical SOWs, Respond to RFPs, Wireframes, ADRPs, Blogs, Videography, Photography, Presentations, Case Studies, National Digital & traditional Campaigns

Technical Expertise: Legacy Database Migrations, API Integrations, Content Management Systems, Hardware Architecture, Mission Critical Software Development and Cybersecurity

Professional Experience

419Technology | Account Director | Holland, OH

11/2020 – Present

Multifaceted leadership role managing the end-to-end client journey, from initial technical SOW development to the deployment of proprietary software systems, while consistently exceeding revenue targets through proactive upselling and strategic account planning.

- **Sales Growth:** Own the post-sale path to success for enterprise clients, increasing DevOps consulting sales by 350% through deep technical alignment, setting clear customer expectations and continued upselling.
- **Automation & Efficiency:** Guided development of a proprietary AI-driven system that increased client acquisition 600%, by aggregating targeted leads from online job boards.
- **Enterprise Partnership Lead:** Act as the primary technical point of contact, develop all project documentation and oversee all project management.
- **Technical Strategy:** Manage the end-to-end client journey for proprietary software systems, translating complex technical needs into actionable project requirements.
- **GTM Initiatives:** Lead the fulfillment of diverse marketing initiatives from conception to delivery.

Thread Marketing Group | Senior Vice President | Toledo, OH

2/2013 – 10/2020

Mentored and directed a global team of digital marketing professionals, including 8 programmers, 3 designers, 4 IT professionals, 3 social media experts, and 4 project managers.

- **Fortune 500 Account Director:** Served as the lead digital strategist for all Fortune 500 accounts including General Motors, ACDelco, Maritz and Marathon Petroleum.
- **Technical Management:** Directed the "My GM Partner Perks" loyalty program implementation, allowing Maritz and GM to calculate customer loyalty rewards in real-time. Project managed the RESTful API integrations and onboarded 100,000+ accounts two months ahead of schedule.
- **Sales Leadership:** Managed the IT and programming departments while managing and growing a multimillion-dollar account with General Motors.

- **Custom Software Solutions:** Implemented a nationwide secure custom Digital Asset Management (DAM) solution for Marathon Petroleum to safeguard a century of historical data, documents, and images.
- **Operational Excellence:** Utilize Agile marketing framework while focusing on continuous project improvements to develop standardized playbooks (SOP).

Thread Marketing Group | Vice President | Toledo, OH

12/2008 – 01/2013

Led the strategic direction of the IT department, oversaw the management of programmers and web project managers, social media staff, digital media buys, IT services, and software development services.

- **Internal Growth Strategy:** Spearheaded the development of Thread’s new Social Media Department and exceeded \$300,000 in sales in year one and a 50% YOY growth in year two.
- **Cost Efficiency:** Reduced IT expenses by over \$65,000 yearly by migrating to secure open-source solutions.
- **Enterprise Software Experience:** Managed multidisciplinary teams of programmers and IT experts to deliver mission-critical web applications for enterprise-level clients.
- **ILM & PLM Development and Oversight:** Develop all information lifecycle policies and product lifecycle procedures for securing client data and marketing related content.
- **Technical Oversight:** Implemented cyber security policies and procedures, zero trust architecture, regulatory compliance, data strategy and business intelligence.

Thread Marketing Group | Senior Account Executive | Toledo, OH

2/2001 – 11/2008

Supervised business development and client engagement, managed a team of 6 account executives and project managers to promote all of the company's services.

- **Account Management Expert:** Led sales and marketing operations as the agency's top account executive, directly managing the company's most technical and profitable digital accounts. Successfully built and maintained a client portfolio exceeding \$2.5 million in annual sales.
- **Sales Growth:** Grew the agency's largest accounts YOY by 25% and onboarded more clients than any other sales executive.
- **Strategic Turnaround:** Transformed the New Media Department, "in the red" to full profitability within one year, scaling the team from 4 to 20 employees across three shifts.
- **Expert Negotiator:** Secure lucrative client contracts, contributing to an increased client base and company revenue growth, structured timelines, cost estimates, proposals, presentations, and enhanced client service and retention through customer-centric methodologies.

Key Achievements & Accolades

- **Client Retention and Growth:** Recognized by corporate clients (ACDelco/GM) for outstanding technical support and "a phenomenal partnership" over a 20-year period.
- **Global Speaker:** Speaker at the 2015 Asian Pacific Automotive Aftermarket Conference (APAC) in Melbourne, Australia - New Business Development Through Digital Marketing Strategies
- **Award-Winning Global Sales and Marketing Campaign Management:** CAARY Award Winner for the GTM strategy for ACDelco’s Global Centennial Celebration Campaign (ACDelco’s highest award for outstanding performance)

“I’ve really enjoyed working with you. You’ve been a phenomenal partner for not only the Secondary Account Database but this idiot(me) for the last 13 years.”

-Benjamin Crimm, Customer Record Manager, ACDelco

“I wanted to take a moment and thank Mike for his outstanding support all of these years. Jordan has a large pair of shoes to fill as Mike has set the bar extremely high.”

-Bob Casper, Technical Liaison Engineer, GM Upfitter Integration

Education

Bachelor of Science in Visual Communications Technology

Graduated Summa Cum Laude, (3.8 GPA), member of the school’s honor society, and The Golden Key International Honor Society Bowling Green State University - Bowling Green, Ohio