

KRISTEIN S. KING

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Professional Profile

Big-picture, results-oriented executive with a broad business acumen, exceptional leadership and communication skills, and a proven ability to drive growth, productivity and profitability.

- Seasoned marketing professional with demonstrated success growing businesses through differentiated brand, customer experience, data-driven omnichannel marketing tactics, and closed loop reporting.
- Sales leader with proven track record for aligning customer-centric sales processes with CRM, territory management, and account-based strategies, and transforming strategic plans into goal-driven outcomes.
- Passionate brand ambassador with aptitude for persuasive presentation, strategic messaging and experience managing communications with boards, investors, employees, and the media.
- Authentic business leader committed to operational excellence and workforce development, with considerable experience guiding geographically dispersed organizations through change, and providing vision and purpose to high-performing teams.

Education

Executive Master of Business Administration

Washington University in St. Louis, Olin School of Business

Bachelor of Science, Journalism (Strategic Communications & Marketing emphasis)

University of Missouri School of Journalism

Professional Experience

B2X Strategies LLC July 2019-current

Principal/Consultant

Results-oriented business consultant helping organizations plan and execute strategies aimed at generating revenue; enhancing customer experience, satisfaction and loyalty; building high-performance teams; improving and aligning operational processes and systems; and preparing businesses for sale. Clients include EAG Eurofins Materials Sciences, American Type Culture Collection (ATCC) and a handful of small businesses. I established this business to maintain an income stream and to ensure flexibility while caring for my terminally ill father.

EAG Laboratories San Diego, California (2015-2019)

Vice President, Marketing & Communications

Responsible for setting strategy and driving execution of omnichannel marketing plans for EAG's Life Sciences, Materials Sciences and Engineering Sciences divisions. Primary responsibility involved rebranding 11 acquired companies (and consolidating web sites) under the EAG Laboratories trade name in preparation for a global process that led to a \$780 million sale of the company to Eurofins Scientific. Other large-scale integration projects included leading the development of a harmonized global sales process and re-configuration CRM to enable real-time pipeline reporting and reliable forecasting; implementation of two marketing automation/CRM platforms (ClickDimensions/MS Dynamics and HubSpot/Salesforce) to deliver closed loop KPI reporting via Tableau dashboards; and establishment of a multi-site, cross-functional Customer Experience Team to drive improvements to NPS and customer loyalty.

I voluntarily separated from EAG's employment one year after the acquisition of EAG by Eurofins Scientific.

ABC Laboratories, Columbia, Missouri (Acquired by EAG Laboratories and subsequently by Eurofins Scientific)

Vice President, Marketing & Communications (2014-2015)
Vice President, Sales & Marketing (2012-2014)
Vice President, Strategy & Workforce Development 2010-2012
Vice President, Marketing & Strategic Initiatives (2008-2010)
Vice President, Marketing & Communications (2006-2008)

A member of the executive leadership team for a \$50+ million contract research organization that provided product development and cGMP analytical testing services to the global pharmaceutical, animal health, medical device, agrochemical, consumer product and industrial/specialty chemical industries. Reporting to the President & CEO, I held multiple positions with direct responsibility for the company’s strategic initiatives, culminating in the successful sale of the company with 99% shareholder approval and acquisition price of more than 10X EBITDA. Responsibilities included leading the organization-wide annual strategic planning process; rebranding and brand-building; developing and presenting business cases for service line expansion or divestiture; implementing automated marketing and CRM systems; establishing sales and marketing processes; articulating and presenting strategic initiatives and company performance to the Board of Directors, shareholders, private equity investors and employees; overhauling internal processes to improve employee retention and productivity; driving M&A, financial transaction discussions and negotiations; interfacing with key clients, the media, legislators, economic development and other public entities; managing relationships with corporate attorneys and serving as primary signatory on major contracts.

K2 Communications, Denver, Colorado & Columbia, Missouri (1996-2006)

Business Owner/Independent Consultant

Delivered strategic planning and strategic communications consulting services for a variety of brand, product and service marketing rollouts, and program initiatives for more than 50 Fortune 500 and small businesses, across many sectors including health care, insurance, banking/trustee services, law, higher education, financial planning, technology, film and television, and manufacturing. Notable clients included Anthem Blue Cross and Blue Shield, Cigna, Aetna, Fiserve, First Trust Corporation, Washington University in St. Louis, University of Missouri, Colorado Film & Video Association, Foundation for Philanthropy (FFPI), J.D. Edwards, Waddell & Reed, Triple-I, Crew Connection and Trendex, Inc.

The Great-West Life Assurance Company, Denver, Colorado (1990-1996)

Manager, Marketing and Communications

Responsible for marketing and corporate communications, reporting to Executive Vice President. Developed and executed marketing strategy for group employee benefit products, customized rollouts for key accounts, supported acquisition/integration initiatives, managed advertising agency relationships, led team of 13 marketing professionals, directed all creative execution, managed a \$4.8 million budget.

Systems Proficiency

HubSpot, Eloqua, IBM Watson, ClickDimensions	Trello, Jira, MS Project, Visio, Tableau
Salesforce, MS Dynamics CRM	Hootsuite, other social media management tools
WordPress, misc. proprietary CMS	Adobe Creative Suite , MS Office Suite

Professional Organizations & Community Service

- Greater Missouri Leadership Challenge: Class of 2011; Chair, Communications & Sustainability Committee
- Heart of Missouri United Way; Marketing Committee
- Columbia Chamber of Commerce: Special Task Force for Economic Development
- Human Society of Central Missouri: Board Member