

Spencer Zirkelbach

(312) 489-9510 | skzirke@gmail.com | zirkatwork.com | [linkedin.com/in/spencerzirkelbach](https://www.linkedin.com/in/spencerzirkelbach) | Chicago, IL

Award-winning global marketing leader and communications expert with 15+ years' experience driving revenue across verticals. Trusted advisor to executive leadership and key stakeholders, performing market analysis to identify trends, enhance campaign management, and improve brand awareness. Recognized for building, leading, and inspiring teams that exceed goals and boost ROI. Demonstrated success executing top-performing marketing strategies, utilizing data-driven insights to develop new opportunities and capture market share.

KEY ACCOMPLISHMENT

- Achieved 35% YoY growth and increased differentiated market share by 8% while reducing OPEX by 14%.
- Achieved >127% 2-year sales growth for critical product line and increased key global regional sales by 15%, growing annual revenue to >\$1B.
- Championed the 4-Step Problem Solving process, solving >400 problems with an impact of >\$200M.
- Doubled leads and boosted targeted audience engagement by 600%.
- Increased YoY Tier 1 media coverage by 32% and strengthened employer branding, saving \$1.5M annually in recruitment expenses.
- Tech evangelist, implementing CRM, marketing automation, content management, and project management systems to grow at scale.

TECHNICAL SKILLS

Salesforce, Power BI, ChatGPT, Monday, Highspot, Adobe Creative Suite, Facebook, LinkedIn, Google Analytics, Microsoft Office Suite, Wix

PROFESSIONAL EXPERIENCE

HOLLISTER INCORPORATED

2022 – Present

Hollister Incorporated develops, manufactures, and markets medical technology products and services worldwide.

Senior Manager, Marketing – US Continenence & Critical Care

- Lead and inspire 5 direct reports responsible for marketing the organization's largest growth opportunity.

Key projects & accomplishments include:

- Spearheaded the successful go-to-market launches of 2 new products and 2 product updates.
 - Captured \$45M in profitable growth.
- Designed and implemented targeting and segmentation strategy through Salesforce.
 - Shifted sales activity by 45% toward high-value healthcare accounts.
- Increased differentiated market share by 8% while reducing operational expenses by 14%.
- Planned and delivered 3 multi-day in-person sales meetings, achieving over 90% content and delivery satisfaction.
- Gained industry first regulatory approval and led campaigns for equitable access to products at state and federal levels.
- Achieved 102% of 2022 Annual Operations Plan.
 - Achieved 35% YoY growth by aligning sales and marketing strategies.

S&C ELECTRIC COMPANY

2010 – 2021

S&C Electric Company is a leading innovator of switching, protection, and control solutions for electric power systems around the world.

Director, Marketing & Communications (2014 – 2021)

- Managed and mentored a department of 25, including 6 direct reports, responsible for the global marketing and communications function, defining and implementing strategies that grew annual revenue to >\$1B.
- Developed and executed short and long-term marketing strategies for key distribution automation product lines.
- Pioneered successful social media strategies across LinkedIn, YouTube, Twitter, and Facebook.
- Coached the C-suite leadership team in media engagements and crisis response.

Key projects & accomplishments include:

- Created global marketing budget process to track resources and \$7M in annual expenses.
 - Kept expenses within average 2% of budget over seven years.
- Achieved >127% 2-year sales growth for critical product line, from \$110M to >\$250M
- Led global marketing expansion, hiring and coaching new resources in regional business units.
 - Increased key global regional sales by 15%.
- Coached department on 4-Step Problem Solving process and hosted annual training for new professionals.
 - Solved >400 problems with >\$200M in impact on the company.
- Increased Tier 1 media coverage by 32% YoY through earned, owned, and paid channels.
- Pioneered social media engagement, boosting target audience engagement by 600%.
- Employer brand initiatives saved \$1.5M annually in recruitment expenses.

Director of Marketing & Communications at S&C Electric Company, *Continued...*

- Deployed Highspot content management system.
 - Decreased time spent searching for information by 90% and achieved 89% global adoption.
- Created digital strategy using Pardot marketing automation integrated with Salesforce CRM.
 - Doubled monthly qualified leads and marketing contacts.
- Empowered organization to promote and protect corporate brand.
 - Expert witness in a successful \$300k trademark litigation case.
 - Successfully counseled business through 7 crisis incidents.
- Drove new internal and external communications programs.
 - Formed and led Crisis Response Program, initiating annual crisis simulations for executive board.
 - Developed and implemented global ESG and DEI campaigns.
- Produced and hosted PowerUp webinar and On-the-Road podcast series.
 - Resulted in >900 unique attendees and renewed engagement from >350 sales and channel partners.

Specialist, Marketing & Proposals – Services Division (2010 – 2014)

- Led marketing operations for division, including strategic planning, budgeting, and promotions.

Key projects & accomplishments include:

- Analyzed operations and identified areas for optimization, deploying new digital technologies.
 - Increased YoY leads by 60% and won 13 major projects worth \$48M in sales.
- Achieved 12% CAGR and increased profitability by 5%.
- Championed company's commercial deployment of Salesforce.
 - Partnered directly with executive leaders to map business processes and demonstrate value.
- SME on public-facing initiatives.
 - Spoke at 12 events and delivered presentations for government officials, clients, executives and STEM groups.

PATRICK ENGINEERING

2008 – 2010

Patrick Engineering is a national engineering, design, and construction firm providing services to government agencies, utilities, and Fortune 500 companies.

Manager, Marketing & Proposals

- Managed all aspects of marketing including digital strategy, social media, internal communications, and content.
- Coordinated 3-person proposal team in preparing and delivering complex proposals for multiple clients.

Key projects & accomplishments include:

- Executed marketing projects including > 320 proposals valued at more than \$500M in potential revenue.
- Boosted proposal contracts by 60% and >\$64M in billable work.

EDUCATION

BACHELOR OF SCIENCE, *MARKETING*, ILLINOIS STATE UNIVERSITY

GIVING BACK

Great Lakes Adaptive Sports Association | Volunteer swim coach and donor for local adaptive athletics association.

Founding Board Member, S&C Gives | Co-founded S&C's primary philanthropic group, focusing on giving back to local communities.

Team Lead, Chicago Polar Plunge | 10-year organizer and participant, raising >\$100K for Special Olympics Chicago.

AWARDS

Platinum, Hermes Creative Awards, [Reliability Experience](#), 2020

Platinum, Hermes Creative Awards, [Microgrid Guidebooks](#), 2020

Gold, Hermes Creative Awards, [Reliability Advertising Campaign](#), 2020

Sammy Award, [Sales and Marketing Technology](#), 2020

Muse Creative Award, [Reliability Experience](#), 2020