# Josh Vergote

*Building commercial growth engines across brand, media, creative, CRM, and customer experience.*

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## GLOBAL MARKETING & GROWTH EXECUTIVE

Global marketing and growth executive with 17+ years of experience, including 15 years leading brand strategy, creative direction, and integrated marketing initiatives across luxury, retail, wellness, healthcare, subscription, and ecommerce. Integrates brand strategy, media investment, creative, CRM, customer acquisition, and international operations to drive measurable revenue, customer growth, profitability, and long-term brand value. Led budgets up to $40M and teams spanning brand, growth, lifecycle, creative, analytics, and agencies across 100+ markets.

### SELECTED EXECUTIVE IMPACT

Customer Growth: +80% subscription growth | 220K+ new subscribers | +38% customer growth | -63% CPA
Enterprise Scale: $40M budget | 100+ markets | +11% sales / +28% EBITDA | +375% vs. forecast

### LEADERSHIP EXPERTISE

Commercial Growth Strategy | Marketing Investment & ROI | Brand Transformation | Media Strategy & Performance | CRM & Lifecycle | Customer Acquisition | Creative Leadership | International Expansion | Executive, Team & Agency Leadership | AI-Enabled Marketing

### CURRENT CONSULTING PORTFOLIO

- Advise startups and enterprise brands across healthcare, consumer, ecommerce, and AI-enabled technology on brand strategy, GTM, lifecycle marketing, customer journeys, and marketing operating models
- Translate business priorities into messaging systems, integrated campaigns, CRM programs, conversion journeys, and AI-enabled workflows that improve customer engagement and execution speed

### PROFESSIONAL EXPERIENCE

TAG Aspen Group - Chapter Aesthetic Studios | Chicago, IL (Hybrid) 2023 - 2025
***Senior Director, Brand, Growth & Creative Marketing***

- Integrated brand, media, CRM, creative, analytics, and local marketing into a unified commercial growth engine supporting enterprise expansion
- Repositioned the brand and customer journey using customer insights, cultural trends, and performance data; unified messaging across paid, owned, earned, lifecycle, and local channels
- Optimized investment across paid media, CRM, driving **+38% customer growth** while reducing CPA **63%**.
- Built and led multidisciplinary teams across brand, growth, CRM, creative, and analytics; established brand health, equity, and campaign KPIs
- Managed a **$9M** marketing P&L and investment plan across brand and performance channels, partnering with executive leadership and agencies to align investment, creative, and customer acquisition priorities

Jenny Craig | Carlsbad, CA 2020 - 2023
***Senior Director, Brand, Growth & Creative Marketing***

- Led one of the company's largest commercial transformations, repositioning Jenny Craig from a legacy weight-loss brand into a subscription-based wellness platform
- Integrated brand strategy, media, creative, retail, ecommerce, CRM, influencer, earned, and performance marketing into a unified national growth plan
- Managed **$40M** marketing P&L and investment plan across brand and performance channels, partnering with executive leadership and agencies to align investment, creative, and customer acquisition priorities
- Built acquisition and lifecycle programs across paid media, email, retention, reactivation, and conversion, delivering **+80% subscription growth** and **220K+ new subscribers**
- Scaled CRM and lifecycle strategy to improve LTV, reduce churn, and strengthen the connection between acquisition and retention

Caleres, Inc. | New York, NY 2017 - 2020

***Director, International Marketing & Brand Operations***

- Built Caleres' first international marketing division and operating model across owned and distributor markets.
- Directed portfolio marketing strategy and growth priorities across multiple footwear brands and **100+ markets**, balancing global brand equity with differentiated local positioning
- Created brand frameworks, agency toolkits, governance, and market activation systems that accelerated execution and improved regional consistency
- Partnered with GMs, commercial, merchandising, retail, and regional teams to align investment and campaigns with category opportunity, market maturity, and consumer behavior
- Developed audience segmentation and localization strategies that helped drive **+11% sales growth** and **+28% EBITDA**

LVMH - DKNY | New York, NY 2015 - 2017

***Director, Global Brand & Retail Marketing***

- Led global repositioning, redefining brand vision, consumer positioning, visual identity, and integrated communications across retail, wholesale, ecommerce, and digital channels
- Built the global brand platform and messaging architecture used to guide integrated campaigns and local market execution
- Directed global campaigns featuring Bella Hadid, Cara Delevingne, and Emily Ratajkowski, plus premium partnerships and retail activations that strengthened relevance with younger consumers
- Aligned executive, creative, agency, retail, and regional teams; governed creative development and adaptation across global markets
- Helped drive **+6% sales growth** and **+16% EBITDA** through integrated marketing initiatives

Kenneth Cole Productions | New York, NY 2013 - 2015

***Director, Global Marketing & Licensing***

- Owned global GTM strategy across marketing, licensing, creative, agency, and international markets
- Aligned consumer products, campaigns, agencies, and regional partners around consistent brand storytelling and commercial priorities
- Helped lead the shift from brick-and-mortar toward a DTC-focused growth model

Nike Inc. - Cole Haan | New York, NY 2011 - 2013

***Marketing Manager, International Marketing***

- Led international campaigns and product launches across Japan and global markets
- Orchestrated the LunarGrand global launch, exceeding forecast by **375%**

Tiffany & Co. | New York, NY 2007 - 2011

***Assistant Marketing Manager, Asia Pacific***

- Managed brand marketing across Japan and APAC, supporting **130+ stores**
- Partnered with regional teams to localize global campaigns while protecting luxury positioning and storytelling standards

## EDUCATION & TECHNOLOGY

**Boston University - Questrom** | Master of Business Administration | Remote | Estimated Graduation – December 2027
**University of Toledo** | Bachelor of Arts, Business Administration

*GA4 | Salesforce | Customer.io | Shopify | Meta and Google Ads | Adobe Creative Suite | Microsoft Office | Asana | Notion | Monday | Jira | AI research content and workflow tools*