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With over 26 years of seasoned expertise in the high-octane world of advertising and brand strategy, my journey has been nothing short of a thrilling adventure. Stepping into various senior roles at top-tier agencies and collaborating with global Fortune 200 brands, I have sculpted impactful, data-driven campaigns that resonate with the pulse of the market. Whether steering the ship alone or orchestrating a symphony with a talented team, I've always found joy in forging success through creativity and innovation. My tactful yet fierce negotiating skills have helped ink unforgettable partnerships, while my exceptional communication prowess has ensured that every presentation becomes a story worth remembering. This journey hasn't just shaped my career; it has defined my passion for transforming ordinary plans into measurable, extraordinary results.

**Chief Architect of Purpose-Driven Marketing & Communication Innovation:
Aligning Customer Journeys & Brand Legacies with ESG/CSR Values**

**Specialties: Customer Experience & Brand Strategy | Cutting-Edge Analytics | Digital Marketing Mastery
| Impactful Communications | Ethical Engagement & Sustainability**

- **Mastermind of Impactful Strategies:** Crafted data-driven advertising, social, influencer, and partnership plans with tangible results for elite agencies and Fortune 200 giants.
- **Orchestrator of Complexity:** Guided intricate, concurrent processes with versatile teams of 5 to 150 members, fueling growth through both traditional and cutting-edge marketing strategies.
- **Relationship Wizard:** Seamlessly built and leveraged enduring connections with staff, media, and vendors.
- **Digital Virtuoso:** Skilled manipulation of CRM and SEO tools including Google Analytics, Google Adwords, HubSpot, WebTrends, Cision, Eloqua, Seismic, and Salesforce.
- **Diverse Industry Connoisseur:** Flourished across diverse disciplines - from B2C to B2B, from Fashion to Sustainability, and from Cannabis to Non-Profit, leading in every market terrain.
- **Global Brand Navigator:** Demonstrated finesse in orchestrating marketing/communication plans for international brands, turning experiences into comprehensive success stories.

Industry Products and Services

Nonprofit | Sports | Travel/Hospitality | Fashion | Fitness | Auto | SaaS | Pharmaceutical | Healthcare
Technology | Cannabis | Construction | Finance | Real Estate | Insurance | Gaming | Consulting

PROFESSIONAL EXPERIENCE

USC Annenberg School of Communication and Journalism, Los Angeles, California, February 2021 – Present, Innovator in Education & Advocate for Change: Adjunct Lecturer – Corporate Social Responsibility and Nonprofit Advocacy, Graduate School

At the crossroads of academia and real-world impact, I've embraced the role of an Adjunct Lecturer at the prestigious USC Annenberg School of Communication and Journalism. Tasked with illuminating the intricate pathways of Corporate Social Responsibility (CSR) and Nonprofit Advocacy, my lectures transcend traditional boundaries. They're designed as dynamic dialogues that inspire future leaders to intertwine ethical engagement with organizational success. Through an interactive blend of case studies, vibrant discussions, and hands-on projects, I guide Graduate School students on a journey of exploration, allowing them to grasp how business acumen and social consciousness can forge a new era of responsible leadership. In this unique educational laboratory, we're not just teaching; we're igniting a revolution of thought.

Tata Consultancy Services, Inc., Los Angeles, California, June 2021 – Present, VP, Director of Client Services (Senior Consultant): Shaping the Future of Healthcare and Life Sciences with Purpose-Driven Leadership

With the baton of leadership in hand, I'm orchestrating a symphony of success at Tata Consultancy Services as the VP, Director of Client Services. My role is more than just a title; it's a commitment to drive multi-million-dollar healthcare and life sciences accounts, spark customer success through innovative campaigns, and lead a harmonious ensemble of client account teams with a combined budget exceeding \$100 million.

But my journey at Tata goes beyond numbers and strategies. As a proud graduate of the Leaders with Purpose program, I have embraced the mission to make a tangible difference in the world. Serving as the Co-Chair for DEI Employee resource group: Enable/PACT (Parents, Allies, and Caregivers of children and loved ones with disabilities), I am actively involved in fostering an environment that celebrates diversity and encourages empathy and support.

Here's a closer look at the vibrant tapestry of my role at Tata:

- **Leading Innovation:** Guiding the development and implementation of cutting-edge digital marketing initiatives, weaving creativity with technology.
- **Orchestrating Success:** Managing a talented ensemble of client account teams across the TCSiLS business unit, harmonizing efforts to reach unprecedented heights.
- **Championing Inclusion:** As the Co-Chair for Enable/PACT, I'm playing a vital role in creating a compassionate and inclusive workspace, transforming lives beyond the corporate sphere.
- **Embracing Purpose:** A testament to my commitment to purpose-driven leadership, my graduation from the Leaders with Purpose program fuels my endeavors with a higher calling.
- **Navigating Collaboration:** Serving as a cross-agency team lead, I'm bridging the gap between IT/IS account teams, creating a seamless synergy that resonates with success.

At Tata, I'm not just a leader; I'm a visionary, a strategist, an advocate, and a pioneer. We explore the endless possibilities of a world where healthcare, life sciences, technology, and humanity converge into something extraordinary.

SwoopIn, Inc., Los Angeles, California, August 2020 – Present, President & Chief Trailblazer of Marketing and Communications: Pioneering the Future of Connectivity through the SwoopIn App (Strategic Advisor)

Embarking on a digital odyssey, I took the helm as President and Chief Marketing and Communications Officer at SwoopIn, Inc. It's here, alongside an intrepid team, CEO, and Founder, that I've orchestrated the launch of the SwoopIn app, not just in the bustling LA market but with eyes set firmly on the global stage. Every day is a vibrant brainstorming session, as we map out a strategy that is as daring as it is effective, securing funding from elite VC, PE, and UHNW investors. Here's a glimpse into our ongoing adventure:

- **Strategizing Innovation:** Led the invention of monetizable features for the SwoopIn platform, crafting unique use cases that resonate with users.
- **Spearheading Growth:** Owned and executed the growth strategy, focusing on acquiring both individual and enterprise users, multiplying our reach and influence.
- **Launching with Precision:** Developed a finely-tuned launch plan, pinpointing key mobile growth metrics/KPIs, from CPI and LTV to DAU and ARPDAU, ensuring a successful takeoff and continuous growth.
- **Building Relationships:** Conducted hands-on outreach to business and enterprise customers, strengthening the SwoopIn community and extending our digital embrace.
- **Orchestrating Digital Engagement:** Defined a unified social media and web strategy, culminating in daily content creation, audience engagement, and recruitment of a Social Media Manager.
- **Navigating Industry Trends:** Kept my finger on the pulse of emerging technologies, digital trends, and competitor movements, constantly evolving our strategy to remain ahead of the curve.

- **Enhancing User Experience:** Actively gathered user feedback, working with IT to enhance the app and uncover new revenue streams for SwoopIn.
- **Transitioning with Vision:** Understood the SaaS space intricately, leading the transition towards a subscription and service-based model, including innovative uses of our platform.

At SwoopIn, every day is a venture into the unknown. Together, we're not just launching an app; we're shaping the way people connect, engage, and innovate, creating ripples that will transform the digital landscape. Join us, and let's soar to new heights!

Merlin Mobility Foundation/Merlin Mobility, Strategic Marketing and Communications Maestro, Los Angeles, California, June 2020 – Present

In the heart of Los Angeles, where highways twist and city lights glow, I joined a journey not merely of innovation but of inspiration with Merlin Mobility Foundation and Merlin Mobility. From the birth of this adventure in June 2020, I assumed the role of Strategic Marketing and Communications Advisor, not merely to sell a technology but to conduct a symphony of human-centric dreams. Because Merlin Mobility's mission isn't just to innovate; it's to eliminate auto collisions and enable anyone to drive safely using autonomous technology.

Here's how I orchestrated this epic quest:

- **Harmonizer of Hope & Technology:** Aligned with the Foundation and company mission, I resonated the call of safety, inclusion, and innovation across a world hungry for change. Each goal, each aspiration, was a note in the melody of a better future.
- **Strategist of the Uncharted Path:** Through competitive analysis, research, and creative conceptualization, I sculpted campaigns that were not mere marketing strategies but movements. I wove a PR plan that was a tapestry of aspirations, emotions, and technological marvels.
- **Composer of Merlin's Voice:** Crafting a verbal identity, I became Merlin's minstrel. I designed a message mapping tool that wasn't just about words but about the essence, tone, and voice of a vision. It was a song that unified, transcended, and inspired.
- **Artisan of Awareness:** Sculpting brand campaigns and content, I was the alchemist turning abstract concepts into tangible narratives. Raising awareness was not merely a business objective; it was a call to arms for investors, donors, and dreamers alike.
- **Curator of Knowledge:** Whether through webinars, white papers, podcasts, or blogs, I drove content that was a beacon, guiding the curious minds towards understanding and embracing the future.
- **Champion of Inclusive Design:** I became the herald of the Merlin Prize, amplifying the call for inclusive design, turning an award into a revolution.
- **Mentor of Tomorrow's Visionaries:** Engaging graduate students from USC Annenberg School of Communications, I nurtured the minds that would continue the legacy of both Merlin Mobility and the Merlin Mobility Foundation.

With Merlin, I didn't merely take a job; I embarked on a quest. Every strategy, every campaign, every word was a step towards a world where technology is not a cold machine but a warm embrace, a promise of safety, inclusion, and wonder. In Merlin's name, I'm not just selling autonomous driving; I'm orchestrating a symphony of hope, innovation, and human connection.

Alliant Insurance Services, Los Angeles, California, August 2019 – July 2020, VP, Specialty Marketing Strategy and Communications: Masterminding Growth and Innovation in a Dynamic Landscape

Navigating the multifaceted world of insurance, I assumed the role of VP, Specialty Marketing Strategy and Communications at Alliant Insurance Services, where complexity met creativity, and innovation was the order of the day. In this strategic role, I served as the maestro, orchestrating the marketing and communications strategy across ten vertical business units, reporting directly to the President for the Specialty division and co-COOs for Alliant Specialty.

Here's how I embraced the challenge, harmonizing different elements into a coherent masterpiece:

- **Symphony of Growth:** Aligning with ambitious goals for new business, acquisitions, leveraged hires, and client renewals, I was at the helm of a growth strategy that resonated with success.
- **The Art of Strategy:** With a discerning eye on competitive analysis and research, I sculpted marketing and PR plans that were not only dynamic but adaptive, focusing on KPIs and data-driven course correction.
- **Branding the Future:** Collaborating with our agency of record, I led the rebranding journey, crafting a unique vertical brand system, brand book, and brand strategy that captured the essence of Alliant.
- **Voicing the Vision:** I designed a message mapping tool that didn't just communicate but connected, telling Alliant's story, purpose, and essence with a unified and compelling voice.
- **Igniting Awareness:** Through innovative brand campaigns and content creation, I was at the forefront of raising market awareness, positioning Alliant as a leader in the competitive landscape.
- **Empowering Sales:** Guiding the sales teams with customized enablement materials, I was instrumental in crafting onboarding documents that not only educated but inspired.
- **Curating Excellence:** From webinars and white papers to podcasts and blogs, I was responsible for the content's quality and consistency, ensuring that every piece resonated with Alliant's brand.
- **Educational Collaboration:** Engaging and managing graduate students from USC Annenberg School of Communications, I fostered partnerships that amplified our Public Entity and Cannabis communication strategies.

At Alliant, my role was more than a title; it was a testament to what purpose-driven marketing and strategic communication can achieve. It was a year of creativity, collaboration, and growth, where I didn't just meet expectations; I transcended them. This was a chapter where insurance was not a mere transaction but a transformation.

Catiedid, Inc., CMO/Marketing & Communications Consultant, November 2009 – Present

Hired as a CMO within an advisory capacity to build and grow brands for agencies, startups to Fortune 200/Unicorn 20. Led account planning, brand platform development, integrated marketing planning, communications planning, marketing/ad campaign concept development, GTM strategy, content distribution, KPI/Data Analysis, strategic business planning, brand product architecture, naming, digital strategy (e-commerce, UX/UI, & content), operations, personal development and targeting, production and business planning.

- Agency Partners/Clients: HARMONICA, The Distillery Project, ZEESMAN/Fidget Branding, Sagon-Phior, The Marketing Arm, PHENOMENON, The Shand Group, Team Mayday, and Drawn.
- Grew existing accounts 150-200% on average, converted project-based business to retainers, and landed new accounts with budgets from \$100k to \$20mm.
- Improved margins (from 35% net to 65%) by evaluating process efficiencies, change management for new naming and branding, data insights and planning.
- Launched many consumer brands, large and small (Caulipower, Bio-Up, Scupltra, and Intarcia) by leading teams to determine brand/communications, and GTM strategy and implementation.

Brand Highlights: Sientra/BioCorneum, Intarcia Therapeutics (launch), Amgen (launch), Medtronic Diabetes, Takeda, Scupltra Aesthetic Launch, Caulipower, No Denial Foods, Comvita, Coco Libre, LA Rams, LA Clippers, Fiat-Chrysler, Alfa Romeo, Audi, Wilson Athletics, Acne Pro1, Arrow Electronics (IoT/Cloud, Sustainable Technology Solutions), Sony Pictures Entertainment, Disney/ABC TV, Onsite Dental, Intel, Toshiba Consumer Products, Vail Resorts, Westfield Shopping Centers, DangerTV, Atkins, USC Marshall School of Business, Mr. Cooper Mortgage., thinkThin, GIA, Leo Schachter Diamonds, The

Platinum Guild, SCMSDC, LA Public Libraries, NAYALI, IFG World - Fit & VR, Salesforce Foundation, St. Jude, Easter Seals, NBA, NFL, El Pollo Loco, The Coffee Bean & Tea Leaf, Intarcia Therapeutics, American Family Insurance, McKesson, and Medtronic Diabetes, L-Nutra, (CPG), Caulipower, Wellset.co (healthcare/tech), Comvita, and Bio-Up

Baker Brand Communications, Account Strategist and Creative Maestro, Santa Monica, California, August 2012 – March 2014

Once a common business development hub, I transformed Baker Brand Communications into a theater of strategic symphonies, a place where accounts danced and campaigns soared.

Here's how I composed this creative crescendo:

- **Orchestrating Growth:** Like a virtuoso, I conducted the business development, team evolution, client rapport, and ad campaigns, for both B2B & B2C clients. With the elegance of a maestro, I expanded in-house accounts by a resounding 145% within 12 months and serenaded three new business accounts into our fold.
- **Crafting Communications Masterpieces:** My score included creating comprehensive communication plans, naming ceremonies, change management overtures, collateral audits, and insights and execution symphonies. I was also the key negotiator with vendors, managing the delicate dance between internal and external relationships.
- **Studio Conductor:** I didn't just create; I ensured perfection. I established processes and quality management practices for all creative and production deliveries. My baton ensured on-time, quality delivery from both project management and internal team perspectives.
- **Client Crescendo:** My ensemble included big names such as Obagi Medical Products, Medtronic Diabetes, Occidental Petroleum, Mitek, Lytx, and American First Credit Union. Each client became a unique melody in our orchestra, and together we created harmonious success stories.

At Baker Brand Communications, I wasn't just an Account Strategist and Director; I was the maestro of a dynamic symphony, leading the rhythm of innovation, growth, and creative excellence. It was a composition of strategy, art, and relentless passion, all performed with the precision of a master's touch.

Right Bank Babies

Founder, LLC Partner, Creative Chief & Operational Virtuoso, Los Angeles, California, April 2007 – December 2012

In a world filled with routine, I stitched a vibrant tapestry of high-end baby and kids' clothing, weaving together a blend of creativity, strategic ingenuity, and operational mastery. Right Bank Babies became more than a brand; it was a global sensation, a dream woven from threads of passion, resilience, and innovation.

Here's how I painted this extraordinary canvas:

- **Operational Sculptor:** As COO, I was the artisan behind the intricacies of the company's structure, meticulously shaping business planning, budgeting, HR, staffing, production, and distribution. I danced with numbers, balancing global currency, and financial planning, turning challenges into opportunities.
- **Magician of Margins:** With a flourish of creativity and systematic thinking, I transformed our net margins from 30% to an astonishing 60-65%, season by season. Efficiency became my wand, and every product emerged as a crafted masterpiece.
- **Investment Alchemist:** My spell of strategic planning turned ideas into gold, acquiring \$2.5 million in debt financing and an additional \$2 million in equity investment. The dream had a foundation, and it was robust.
- **Marketing Maestro & Global Conductor:** As CMO, I orchestrated a symphony that reached across oceans. We serenaded 8 countries and 700 specialty stores worldwide, with elegant displays in prestigious houses like Barney's, Neiman Marcus, Nordstrom's, Takashimaya, and Mitsukoshi.

- **Advertising Artist & Global Explorer:** From global trade shows to a dynamic sales force, I sketched a vivid picture of success through advertising, marketing, and global communications. Every brushstroke was a calculated step towards a vivid, thriving brand image.

Despite the turbulent waves of recession, Right Bank Babies was not just a fleeting mirage; it endured, thrived, and was ultimately acquired in 2012. It was a narrative of persistence, innovation, and the courage to dream big. It was a story painted with hues of leadership and creativity, and I was both the painter and the muse.

Publicis Medical Education Groupe, Client Services Director & Conductor of Harmonized Strategies, Chicago, Illinois, January 2006 – April 2007

In the symphony of medical innovation and market dynamics, I stood at the helm of the podium, wielding the baton as the Client Services Director for Publicis. My role was a complex overture of leadership, creativity, and precision, harmonizing the various melodies within a \$60+ million budget across 40 Publicis agencies.

Here's how I orchestrated this performance:

- **Architect of Transformation:** With the finesse of a maestro, I led the development and implementation of multi-million-dollar speaker bureaus, campaigns, and digital launch programs. My guidance was the driving force behind the Sculptra Brand Launch for Sanofi/Dermik Aesthetics.
- **Strategist of Saturation:** I was the tactician behind the battle lines, spearheading the analysis and implementation of program distribution for the highest possible penetration of physician markets. My strategies ensured saturation in key aesthetic markets, making the inaccessible, accessible.
- **Digital Innovator & Communicator:** Crafting digital gateways for physicians, sales reps, and patients was an art. I constructed digital portals, housing everything from brand guides and presentation materials to essential safety information and orders. It was an intricate web of connectivity, spun with precision.
- **Sculptor of Feedback & Metrics:** I forged pathways for understanding, implementing robust feedback strategies for physician/brand communications. Like a scientist at the lab, I meticulously measured KPIs, understanding the heartbeat of our initiatives.
- **Mastermind of New Business Pitches:** Procter & Gamble OTC (Crest-Oral-B), Wyeth, and Bristol-Myers Squibb were not just names; they were conquests. With a blend of creativity and strategic thinking, I crafted new business pitches, managing client service teams for renowned brands like PDL BioPharma, Mead Johnson Infant Nutritionals, and Sanofi Ambien CR.

At Publicis, my role was not confined to a mere job description; it was a landscape of innovation, a dance between science and creativity, a mission-driven approach towards transforming medical education. Each day was a new note in this grand composition, a note that resonated across the spectrum of healthcare and aesthetics.

College Of American Pathologists

Director of Events & Orchestrator of Unforgettable Gatherings, Northfield, Illinois, August 2004 – January 2006

In the world of academia and the specialized field of pathology, I was entrusted with the role of a conductor. My sheet music? The myriad details of event planning. The orchestra? A cross-functional team catering to 3,000+ attendees. My concert hall? The stage of the pathology annual education association meeting.

Here's how I composed this masterpiece:

- **Maestro of Gatherings:** With the precision of a surgeon and the creativity of an artist, I led the symphony of event planning. From vendor negotiations to expo/trade show planning, and from special entertainment events to physician continuing education planning sessions, every note was meticulously crafted. Staffing, scheduling, logistics – all were part of this orchestrated dance.

- **Diplomat & Composer for the Board:** I was the nexus, the link that connected the Board of Directors to the pulse of regional and national meetings. Acting as a liaison, I translated their vision into action, composed meeting materials for the annual gathering, and managed the design and distribution of resonating messages.
- **Innovator of Connections:** With the flourish of a tech maestro, I designed and implemented online registration systems, blending the traditional with the digital, the formal with the intuitive. It was a bridge that connected attendees to an experience, a path that led them to enlightenment and growth.

My tenure at the College of American Pathologists was not merely about planning events; it was about orchestrating experiences, about creating symphonies of knowledge and camaraderie. Every annual meeting was a concert, a confluence of minds and ideas, a melody that resonated across the halls of academia and reverberated through the corridors of medical advancement.

Citigroup Foreign Exchange, Assistant VP & North America Marketing Maverick, Chicago and New York, October 1996 – July 2004

In the bustling crossroads of international finance, I found myself at the helm of Citigroup Foreign Exchange's North American Marketing. I didn't just manage marketing activities for New York, Chicago, San Francisco, Toronto, and Montreal; I was the compass that guided a financial odyssey across oceans and continents.

Here's a glimpse of the journey:

- **Architect of Global Strategies:** Whether sculpting domestic landscapes or navigating international waters, I developed multifaceted client marketing programs and events. Tailoring the sails to corporate and high-**net-worth FX clients, I charted courses that resonated on both personal and global scales.**
- **Navigator of Success Metrics:** With a sextant of KPIs and the map of data-driven insights, I plotted the impact measurement of events and strategies. Analyzing the whispers of client surveys and the echoes of sales, I fine-tuned our compass to ensure effective client relationship strategies.
- **Pioneer of Rebranding Visions:** As Citibank joined forces with Solomon Smith Barney, I forged the emblem of a new era. Orchestrating the rebrand as CitiFX and Citigroup Capital Markets, I composed the service mark, penning the symphony of copywriting, and designing a coherent communications strategy that was a beacon in the fog of change.
- **Captain of Digital Transformation:** Guiding the ship through the tempest of technological evolution, I steered the creation of the Global eCommerce multi-bank trading platform. From the helm, I directed partner relationships and communication strategies, charting the course from Atriax to FXAll with meticulous training materials and transitional messaging.

At Citigroup, I was not just a marketer; I was an explorer, a financial wayfarer. I journeyed through uncharted territories, connecting continents, bridging cultures, and forging partnerships. With every strategy, every concept, every rebrand, I didn't merely navigate the currents of the financial world; I sought to change its course.

MBA Candidate, December 2023 – Pepperdine Graziadio School of Business

Board Member, Open Fist Theatre Company

Board of Advisors, Merlin Mobility Foundation

Board President, SwoopIn, Inc.

Volunteer in Action – American Red Cross Disaster Relief Services

TCS Leaders with Purpose Cohort Member 2022-2023

Co-Chair DEI ERG – Enable/PACT