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## **ONLINE**

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## **SUMMARY**

Triple-threat marketing, advertising and PR, sales-savvy new technology sherpa and big-idea generating brand steward. Broad industry experience developing innovations in online, mobile and social media communications, from entrepreneurial startups to the Fortune 100. Strong team player, empowering sales and directing creative and technical resources.

## **EXPERIENCE**

### **Consultant**

**MiiA Communications** - Dallas, TX - Detroit, MI - San Diego, CA - Washington, DC - 2010

*Self-employed - Mobile & Social Media Consulting Services*

- Advised clients Feed The Children, American Red Cross, Oasis Center and other nonprofits on establishment of "Text-to-Haiti"-type programs, opening new fundraising channels and introducing a new generation of donors to philanthropy using social media and mobile communications.
- Developed and implemented social media programs for Gordian Health and The Global Executive Network, including research & monitoring, content development & distribution, and audience engagement utilizing LinkedIn, Facebook, Twitter, YouTube, etc.
- Created effective location-based check-in promotions and mobile coupon programs (delivered via Foursquare, Gowalla, Brightkite, Twitter, Facebook) for Busch's Markets, Fazoli's and Roberto's restaurants, driving store traffic and increasing same-store sales.
- Piloted use of Mobius visual search technology (similar to Google Goggles) for Got Milk? campaign featuring Lauren Conrad, resulting in 2.5 million+ downloads of mobile video brand messages.

### **Director of Digital and Alternative Strategies**

**Bohan Advertising** - Nashville, TN - 2007 to 2010

*Privately owned agency - Mobile & Social Media Digital Dept - 75 employees - \$50 Million Billings*

- Provided services including mobile applications and website development, Text-to-give, SEO, email and social media marketing, analytics and research.
- Wrote and maintained the first online blogs and video channels for Peabody Hotels, The Greenbrier, Pigeon Forge CVB and Palm Beach FL CVB.
- Advised health care clients (Tri-Star, St. David's, Little Clinic, AmSurg) on use of social media for public relations and community relations, and established first Twitter accounts for HCA Hospitals, Ochsner and Gordian Health.
- Created physician and nurse recruitment advertising program "Reaching Residents," including social media research and planning for TeamHealth recruiting.
- Produced the Ebonite YouTube channel "mockumentary" (<http://youtube.com/dalejenkins165>) also used as commercials on ESPN.
- Developed the Cricket Mobile viral online community, MySpace Nashville Music Showcase, to

launch regional wireless service.

- Increased same-store sales for Fazoli's restaurants with a promotion existing only on Twitter and Facebook (<http://FreeSpaghetti.com>) to give away 2 million pounds of pasta.
- Designed a new web architecture for the Methodist church, with a "relevance algorithm" that displays the website like a "tag cloud," highlighting content based on the most current news topics and customized for individual visitor's interests (<http://10ThousandDoors.org>), in partnership with Google.

### **Vice President of Marketing**

**Kintera** - San Diego, CA - 2004 to 2007

*Non-Profit CRM SaaS Software - 500 Employees - \$50 Million Revenue (Formerly NSDQ: KNTA, now NSDQ (GS): BLKB)*

- Doubled annual revenues first two years, increasing both sales volume and channel revenue while reducing marketing budget, sales-cycle time and cost-per-lead, by successfully integrating resources from multiple corporate acquisitions, establishing blogs, podcasts, email newsletters, webinar outreach and customer users group programs.
- Introduced the concept of individual "Sponsorship Pages" for the Susan G. Komen Breast Cancer Walkathon events, including fundraising thermometers and comments posting.
- Created the virtual version of "Livestrong" bracelets (avatar ribbons and blog backgrounds) for the Lance Armstrong Foundation.
- Increased market share for nonprofit clients by designing customized permission-based CRM, CMS content strategies, search engine optimization (SEO), direct mail, word-of-mouth marketing promotions and consumer-generated media, enabling the online fundraising of \$340 million in 2004 for the American Cancer Society, Big Brothers Big Sisters, UNICEF, etc.

### **Managing Director**

**Burson-Marsteller** - La Jolla, CA - 2000 to 2004

*Global PR & Marketing Agency - 3,000 Employees - \$30 Billion Global (NSDQ: WPPGY)*

- Opened and managed WPP Group/Y&R Public Relations agency, Southern California region operations, market practice leadership and new business development.
- Created first CPG brand blogger relations programs for Procter & Gamble brands Tide, Bounce, Clairol and Pampers.
- Directed USA public relations strategy for Sony Electronics digital imaging and information technology products including VAIO, Pen Tablet, eVilla, CLIE, Mavica and Cybershot brands.
- Directed global digital strategic planning and account management for clients worldwide, including GlaxoSmithKline (Block Drug - Polident, Poli-Grip, Nytol), Tiffany's, GAP, Sun Microsystems, Qwest, R.R. Donnelly, Citibank, DC Shoes, Qualcomm (Leap Wireless / Cricket) and Peregrine Systems

### **Vice President, Marketing**

**BoxLot, Inc.** - San Diego, CA - 1998 to 2000

*Online Auction/eCommerce & Software - 100 Employees - Acquired by InfoSpace (NSDQ:INSP)*

- Developed the concept of community-driven ecommerce, establishing the first use of online communities designed for specific interest groups (coin & stamp collectors, jewelry, etc.).
- Directed all marketing and communications activities, increasing annual revenue from \$0 to \$25 million in 18 months, and ranked the #2 auction site after eBay by PCData.
- Negotiated all new business development contracts for advertising and co-branding with strategic alliance partners TheGlobe.com, About.com, and Mail Boxes Etc (UPS). Principal in acquisition negotiations with InfoSpace.

## **National Sales and Marketing Director**

**Bowne & Co.** - Birmingham, MI & New York, NY - 1996 to 1998

*Global Financial Printer - 2,000 Employees, \$3 Billion Revenue (NYSE:BNE)*

- Recruited to initiate and evolve new digital printing and internet solutions division of the oldest US public company, exceeding revenue goals by 50% for first year operations.
- Opened satellite sales offices in Chicago, Cleveland, Boston, Dallas, and New York, leading sales and new business development teams to \$100 million annual sales for second year of new division. Clients: Bodyglove, Lincoln-Mercury, Brooks Brothers, and Procter & Gamble.
- Built the first ecommerce consumer website for Kmart.com.
- Designed user interface for home banking systems of Deutsche Bank, Bank of New York, Bank of Montreal and Comerica Bank, in alliances with EDS and IBM Global Services.
- Built the first sales training communications intranet for Pharmacia & Upjohn (Pfizer).
- Architect of the first General Motors Corporate Communications Intranet for Media Relations, "Socrates" (still in-use today) and the first integration of a website with dynamic content.
- Lead multi-agency task force in the first public relations launch of an automobile online through use of a webcast: [www.Regal.com](http://www.Regal.com), December 12, 1996

## **EDUCATION**

MBA - Marketing Studies - San Diego State University - San Diego, CA

BS - Education/Communications - Wayne State University - Detroit, MI

## **ACHIEVEMENTS**

- Michigan's Private 100 Award for top 100 Michigan companies by revenue growth.
- Michigan Association of Broadcasters Best Documentary Award: "Your Vote" Interactive Television show for ABC, Scripps Howard Broadcasting.
- Served on the "FAST Forward" Advisory Board for establishing Procter & Gamble brands online.
- Founding Board Member and former Chairman of the Great Lakes Interactive Marketing Association, and of the ATX Adobe Technology Exchange, Southeastern Michigan.

## **AFFILIATIONS**

- Chairman, Analytics Committee - Nashville Technology Council
- Annual judge for ad:TECH Conference Awards.
- Guest lecturer - Vanderbilt University, Owen School of Business.
- Regular conference speaker for BarCamp, Innovations, PodCamp, HealthCamp, SXSW, ad:TECH, Geek Breakfast and AFP.
- Contributing Editor for Hour Detroit magazine and San Diego Business Journal.
- Member of the Mobile Marketing Association, Social Media Club, Interactive Marketing Association, Digital Nashville, American Advertising Federation, American Marketing Association, Direct Marketing Association, Public Relations Society of America, Sales & Marketing Executives International, Search Engine Marketing Professionals Association.