

Stacey Pilcher believes inspiration comes from within and is inspired to make a difference.

Education

- Thunderbird School of Global Management, Master of International Management. Stacey studied full time with an international student body at the Thunderbird Campus in the U.S.A. and the Guadalajara Campus, Mexico.
- Arizona State University, Bachelor of Science, Business Administration.

Professional Experience

Stacey Pilcher et al.

Phoenix, AZ

Principal

1999-Present

Stacey Pilcher et al. is a professional marketing firm founded by Stacey Pilcher. The firm specializes in strategic brand development and marketing planning, development and implementation for local, national and international businesses and law firms such as Globe Corporation, PING Golf Equipment, and Walkers Attorneys at Law. The firm focuses on helping clients see and seize opportunities. Visit www.marketingwithimagination.com

Qwest, formerly U S WEST Communications

Phoenix, AZ – Denver, CO

Director of Advertising Strategy and Integration

1998-99

Director of Brand

- Responsible for strategic marketing planning and elevating the overall quality of advertising communications, managing an advertising budget in excess of \$100 million.
- Instrumental in the development and implementation of a new corporate brand strategy and identity.
- Led the strategic planning and implementation of the company's Olympic sponsorship.
- Directed national search for the new corporate advertising agency of record. Coordinated involvement of all business units and segments, as well as directing senior management participation.

The Martin Agency

Phoenix, AZ – Richmond, VA

Vice President Account Supervisor

1994-98

- Led satellite office for The Martin Agency, including development of systems and procedures to enhance communications between other satellite offices and the home office.
- Directed marketing efforts for Bank One western and southern regions, as well as national business banking and all sports related marketing efforts.
- Created the strategic platform and campaign for Bank One's first marketing effort to promote alternative investment products. Tested in the western region, the campaign was implemented nationally and won a bronze Effie.
- Planned and implemented a high impact test for Bank One Utah which resulted in catapulting the Bank into the number one market share position (65%) for home equity loans. Total name awareness increased by 12%, unaided name awareness increased by 10% and total HH share grew over 6% in less than six months.
- Managed national and international marketing programs for Karsten Manufacturing - PING golf equipment.
- Developed and executed strategic planning sessions for executive management at PING.
- Worked with PING on introduction of new product lines, including PING's successful introduction of drivers.

Streich Lang P.A.

Phoenix, AZ

Marketing Manager

1992-94

- Designed and implemented the first strategic marketing plan for a progressive regional corporate law firm. Created their first marketing department including all systems, procedures and materials. Instilled a marketing culture among the attorneys by implementing training programs and a client liaison program.

Community Leadership

Hospice of the Valley, Former Board of Directors
 Planned Parenthood, Former Board of Trustees
 Sierra Club National Outings Program, Staff Member
 Free Arts of Arizona, Marketing Committee