

Vicky Wolfe Bender, MBA

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Strategic Marketing Leader in K-12 Education

~ Driven to enable student and educator success ~

Marketing executive with 15+ years of experience delivering results for companies selling into the K-12 education market, including for-profit ESOP, private equity, and nonprofit structures. Extensive sales and marketing experience with emphasis on brand development, multi-channel marketing and advertising strategies, and digital transformation. Team motivator and communicator who is both creative and analytical. Areas of expertise:

- marketing and brand strategy
 - sales and marketing alignment
 - demand and lead generation
 - agency/vendor management
 - budget/P&L management
 - team leadership & coaching
 - data & analytics
 - consumer/market insights
 - CRM optimization
 - VC implementation
 - digital and social media
 - content & product marketing
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Career Highlights

- Led multiple cross-functional efforts to rebrand organizations; recently, coordinated a cross-functional effort to transform PLTW brand through positioning and messaging, listening sessions, market research, and a calculated roll-out plan that included education and hands-on opportunities for team and influencers.
- Adept at developing highly productive and creative teams and collaborating across a matrixed organization of staff, colleagues, and partner vendors to achieve ambitious goals.
- Demonstrated progressive advancement and increased responsibilities in every organization.

Professional Experience

Project Lead The Way (PLTW), Indianapolis, IN (Remote)

Senior Vice President of Marketing (Feb 2022-present), Senior Director of Marketing (2021-Feb 2022)

Promoted early in tenure to lead product, digital, social, and creative marketing efforts for a nonprofit providing STEM education curriculum and EdTech products to 12,000+ K-12 schools and 2.5M+ students across the U.S. Lead all product growth and brand awareness, driving an annual revenue of \$120M. Collaborate with executive leaders to establish marketing plans for all existing and new EdTech products.

Highlights of Achievements:

- Executing a \$1.75M+ multichannel, national advertising strategy to increase brand awareness 10 percentage points above the baseline by May 2024.
- Led 9-month effort to transition entire MarTech stack, aligning HubSpot to Salesforce CRM for inbound marketing, email marketing automation, social media engagement, and digital asset management.
- Fully redesigned and transitioned PLTW.org website to HubSpot, reducing bounce rate by 50%, increasing time on site 120%, and creating a smoother user experience.
- Established market research practices for new product development, data-backed personas, and targeted brand and product campaigns, incorporating data-informed decision practices.
- Led strategic partnership with GreatSchools! to cross promote PLTW schools with backlinks to our website.
- Implementing a Voice of the Customer program, including regular customer outreach throughout the year, follow up CSAT surveys, and a process for securing ongoing customer feedback.

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Institute for Study Abroad (IFSA), Indianapolis, IN

Vice President, Sales & Marketing (2017-2021), Vice President, Marketing (2016-2017)

Led a diverse, remote team focused on helping students foster the critical perspectives, skills, and knowledge they need to thrive. Drove \$45M+ annual revenue through semester, summer, and short-term cultural study abroad. Transitioned team to adopt digital marketing, new product development, and rebranding best practices. Led the organization through the pandemic, addressing changing market dynamics and staffing and operational concerns.

Highlights of Achievements:

- Implemented integrated, multi-channel marketing plan, including SEO, social, paid and earned media, to achieve growth and retention goals. Differentiated IFSA in a crowded, competitive marketplace. Established formal sales training, KPIs, and quarterly progress reports.
- Developed, launched, and promoted niche EdTech tool (Global Wayfinder) for students and educators, earning a Finalist award in GoAbroad's Innovative Technology competition nine months after launch.
- Conceived organization's *You Belong Here* DEI initiative, a long-term commitment to internal and external work intended to improve accessibility to study abroad and address unconscious biases limiting equity.

Herff Jones, Inc.

General Manager, College Division (2013-2015), Indianapolis, IN

Led a 54-member team including sales, marketing, finance, and customer service responsible for \$109M in revenue, delivering 18% profitability; division focused on sales and distribution to the college and university market nationwide.

Highlights of Achievements:

- Grew overall division revenue by 3.5% and 2% in 2014 and 2015 respectively while other divisions in the company and overall industry declined.
- Refocused marketing department on digital marketing opportunities, upgrading email delivery to Salesforce Marketing Cloud and creating comprehensive B2B and B2C marketing campaigns.
- Secured \$20M+ in annual revenue through a strategic renewal partnership agreement with key client.

Director of Marketing, Yearbook Division (2009-2013), Charlotte, NC

Promoted after multiple years as a K-12 education sales leader who generated \$15M+ in revenue as an independent contractor. Led a 24-member team responsible for B2B and B2C marketing, product development, and sales enablement for the \$150M division which served thousands of K-12 schools and millions of students across the U.S. Forecast and achieved a \$3.5M budget each year.

Highlights of Achievements:

- Steered development of \$1M customer-facing EdTech product (Stitch) from ideation to implementation; managed launch and comprehensive sales and marketing campaign.
- Orchestrated first comprehensive lead-generating marketing campaign, resulting in 25 new accounts equal to \$625K in new business in year one (15% of new sales).

Education

Indiana University, Kelley School of Business, Indianapolis, IN

M.B.A., Marketing focus

GPA: 4.0, Academic Excellence award winner

University of Virginia, Charlottesville, VA

B.S., Applied Math, Aerospace Engineering focus

Certifications: Advanced Google Analytics Certified, HubSpot Marketing Software Certified, Salesforce Certified Marketing Cloud Email Specialist, Salesforce Certified Pardot Specialist, Certified Journalism Educator (CJE), HubSpot Contextual Marketing Certified, HubSpot Inbound Marketing Certified, HubSpot Content Marketing Certified

~ References available upon request ~