

Sterling Doak
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Nashville, TN

Brand strategy executive and energetic leader with 15+ years experience implementing high-profile branding and marketing programs with emphasis on music and lifestyle industries. I have a passion for innovative consumer insight and behavioral programs that drives sales, brand/product evolution and create community.

I am a strong presenter. I know when to lead and when to listen. I excel in challenging environments.

And I am an out-and-out music junkie and lifelong musician.

ESDEE LLC Consulting

Founder/President - Currently

Consultant for various clients focusing on consumer & market research, product development, key marketing strategies & planning, content strategy, marketing operations and business development.

Segments of focus:

- + Music Entertainment, Education and Instruments
- + Consumer Electronics and Packaged Goods
- + Hospitality and Experiences
- + Craft Beer and Spirits
- + Agency and Startup Consulting

Fender Musical Instruments Corporation

U.S. Director / Business Development, Fender Digital - 2018

Key responsibilities included business planning and development within MI verticals (expanded distribution), music industry horizontals (partnership marketing), and music education markets for all Fender Digital products (some Core product crossover):

- Research and identify new markets/concepts and maximize potential in existing markets
- Brand and Affiliate partner programming and execution
- Relationship management for key national accounts

Highlights:

- Threaded together a sales channel of 35 million customers via 6 independent AAA Clubs and created an offer unique to the channel via 300 Fender Participating Dealers
- Threaded together sales channel of over 50 million customers via 10 HR perks organizations and negotiated below industry average rev share
- Organized potential application of Fender PLAY in scholastic environments via pilots in 5 schools nationally and 2 Veteran organizations

Fender Musical Instruments Corporation

U.S. Director / Marketing Operations- 2015 - 2018

My role served as the driver for all Fender marketing activities - from research, marketing brief through Go To Market execution - for all Fender core products:

- Electric guitars and basses
- Acoustic guitars
- Amplifiers
- Electronics

Key liaison between global Marketing, Product and Sales teams:

- Worked hand-in-hand with Product design teams to understand and influence decisions via consumer trends
- Drafted strategy and execution plans with key functional departments - Creative, Comms, Retail and Digital
- Worked directly with global Sales leads to provide industry leading sell-in tools and marketing materials to drive Fender products to market via retailers and distributors in US/CAN, EMEA, ASIA

Highlights:

- Oversight for \$5MM marketing budget allocation against \$300MM businesses
- Spearheaded digital retail program with US VP Online Sales, which increased marketing asset adoption by 50% and overall online account sales by 30% YOY
- Leader of Artist Signature Series marketing team (working directly with the artist and management camps), which resulted in exceeding retail and direct .com demand forecast by 20% per launch. Artists include:
 - The Edge of U2
 - Brad Paisley
 - Flea Signature
 - Jimi Hendrix Estate
 - Ed O'brien of Radiohead
 - Justin Meldal-Johnsen of Beck and NIN

Slater's 50/50 | S&M Restaurants

Vice President / Marketing- 2015

The primary mission was to work with the executive team to steady the ship and prepare for outside investment. Over the course of 6 months we managed to stabilize cashflow by shuttering a flat-line location, renegotiating liquor distributor deals to include more events/marketing, strategic menu and price changes, and the introduction of lunch and dinner specials that put us in the black WOW.

Led a small team for all marketing activities including: brand strategy; dynamic consumer experience research; public relations, social media, advertising, network and LRM campaign development and execution; market planning; sales building. Also responsible for management of all external vendor and agency relationships. Full marketing budget control for 7 restaurants in So Cal.

i.d.e.a., San Diego, CA

Vice President / Consumer Behavior- 2012 - 2015

Responsible for brand development, consumer experience and strategy for all i.d.e.a. brand partners (+40% of agency revenue). Integral member of business development team, which involved participating in more than 75% of agency presentations. Managed department of three, including Sr. Strategist with special focus on consumer insight, Strategist with special focus on research execution and analysis and Research Intern. Key foci included: building brand strategies from scratch or refreshed strategies— creation of brand purpose and platform (mission, vision, values, principles, communication pillars, identity, etc); 4C's research initiatives (consumer/customer/competitive/category); planned and executed innovation workshops; integrated marketing planning; and formulating incorporated KPI structures.

Clients included:

- | | |
|----------------------------|-------------------------|
| • Fender Musical | • Harrah's Resort SoCal |
| • SUPRA Footwear | • Covance |
| • Islands and Rubios (QSR) | • Qualcomm |
| • KSL Resorts | • Hot Spring Spas |

Fishtank Brand Advertising, San Diego, CA

Head of Brandology

2009 - 2012

Led account management and brand strategy for all Fishtank clients. Focus included: day-to-day client management (planning, vendor management, accounting, reporting); brand and creative development; research; integrated marketing planning; and KPI structures.

Clients included:

- | | |
|-------------------------------------|------------------------------|
| • PUMA Golf | • Live Oak Bank |
| • Von Dutch, Ltd | • Bill My Parents/SpendSmart |
| • Ringling Bros & Barnum and Bailey | |

EDUCATION

Art Institute of Seattle – Class of 1998; Music Business Program

Independent Business Programs/Certifications: The Brand Establishment, Certified Brand Strategist; Second Wind Agency Management Certificate; Second Wind Agency Account Planning Certificate

AFFILIATIONS

Vice President, Sponsorships, American Marketing Association, San Diego (2013 – 2015)

President, Advertising Association of Northern Nevada (2009)