

Chuck La Tournous

chuck@latournous.com

| 908-500-4558

| [linkedin.com/in/latournous](https://www.linkedin.com/in/latournous)

I'm an award-winning marketer, strategist, innovator and leader—at home with digital, creative, product, client relationships, data and analytics. I spot emerging trends, provide vision, and build the capabilities and strategies to take advantage of them. I support and develop people so they can do their best work.

PROFESSIONAL EXPERIENCE

Prudential Group Insurance

1996-2018

Director, Marketing Strategy & Business Development

2014-2018

Led and inspired team of marketing strategists in the development of programs for company's largest clients. Reinvented Association/Affinity Marketing Program to shift from product-focused to customer-focused approach through development of persona-based, highly personalized data-driven strategies and multi-channel, holistic approach to the customer journey, from engagement to advocacy.

Responsible for core life product marketing strategy and strategy for company presence on Prudential website. Consulted on key strategic projects and initiatives including the overhaul of Prudential's Group Insurance web presence and other mission critical business opportunities.

- Drove year-over-year growth for key clients and products
- Led team to win 15 industry marketing awards in three years, including Best of PIMA two years in a row
- Conceived and initiated successful persona-based marketing program
- Presented at several industry conferences on insurance and data/digital marketing

Director, Association/Affinity Marketing

2005-2014

Responsible for multichannel direct marketing program for company's Association/Affinity business. Directed full-service internal marketing team of 16 in strategy, segmentation, targeting, profiling and modeling, analytics, creative development, production & lettershop and response analysis. Responsibilities include building internal capabilities; presenting to current and prospective clients, senior management and industry groups; staff development; budget; client relationship, evaluation of product, operational and marketing capabilities. Initiated Social Networking, advanced digital channel marketing strategies and more. Ideated and directed segmentation/target marketing, A/B & multivariate tests and modeling.

- Directed creation of marketing strategies that outpaced industry averages and led to double-digit growth for key cases
- Oversaw transformation of marketing team to acknowledged role model for company
- Member of core leadership team for Association Business Unit
- Participated in product development, operational and underwriting improvement initiatives

Manager, Advertising & Creative Services

1998-2005

Led creative and production teams in the development of all marketing material for company's largest client. Created in-house relational database to measure results of direct marketing campaigns, leading to the ability to test, segment and personalize marketing efforts. Created digital marketing capabilities including web development, landing pages and microsites, banner ads, pay-per-click and email marketing.

Marketing Manager**1996-1998**

Responsible for copy, design, pre-press and production of marketing material for company's largest client, including press checks and obtaining client direction/approval for material. Instituted design and production efficiencies and competitive bid process that cut print costs by over 50%.

Freelance Writer**1996-Present****Contributing Editor/Writer**

Write feature articles on technology issues for International Data Group (IDG) publications including Macworld, PCWorld, CIO, Computerworld, and Network World. Also wrote for The MacObserver, RandomMaccess and TechvsWild.net. Speaker and presenter at industry events and conferences. Covered topics include networking, digital security, wearables, how-to, fitness, the Great Outdoors and more.

PatPending Creative, LLC**1996****Owner/Creative Director**

Freelance copywriting, art direction and web development for clients including AT&T, Tops Appliance City, CSK Publishing and others. Created websites for suite of auto-enthusiast magazines including Muscle Mustang and Fast Fords, Bracket Racing USA and Corvette Monthly. Introduced interactive, Web 2.0 elements such as reader forums and eCommerce solutions. Gained knowledge of HTML, CSS, Javascript, Perl and server-side technologies.

Herman's Sporting Goods**1987-1996****Creative Director****1991-1996**

Responsible for the creative execution and production of all advertising for the nation's largest sporting goods retail chain. Included radio and television ads, ROP newspaper and circular inserts, in-store signage & video and direct mail. Built digital creation, production and trafficking capabilities for department.

EDUCATION

Rutgers University — B.A., English/Journalism; Minor in TV & Broadcasting, 1984

Schools of Visual Arts — Continuing education in Advertising and Copywriting, 1986

RECOGNITION & ACHIEVEMENTS

- Elected to Board of Directors, Professional Insurance Marketing Association (PIMA)
- Earned Best of Show plus three Gold, two Silver and one Bronze Award at the 2016 PIMA Marketing Methods Competition
- 2016 PIMA Presidential Distinguished Service Award honoree
- Earned Best of Show plus five Gold Awards at the 2015 PIMA Marketing Methods Competition
- Invited speaker for the New England, Philadelphia and National Data & Marketing Association (DMA), PIMA, Macworld Expo and other industry events and conferences
- Named to DMA's ECHO Academy of Direct Marketing Arts & Sciences
- Named to Prudential Social Media Steering Committee
- Named to Prudential Internet Center of Excellence
- Judge, DMA ECHO Awards; Judging Chair, Insurance & Financial Services Category
- Earned Certification in Forrester 360° Marketing Digital/Content program