

# CORY T. WILLIAMSON

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## SENIOR EXECUTIVE – ADVERTISING AGENCY

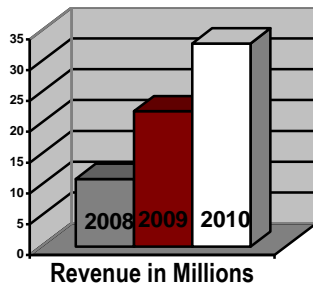
PRESIDENT | MANAGING DIRECTOR

### *Spearheading Optima's Transformation into Digitally Integrated, Multichannel Industry Pioneer*

100% Growth in Revenue, Profit, Headcount, & EBITDA

**MULTI-BUSINESS UNIT LEADERSHIP - BOARD INFLUENCE & DIRECTION - AGENCY OF RECORD RELATIONSHIPS**

- **Volume Increases:** 24 new-business wins (\$22M) as EVP.
- **Rapid Career Trajectory:** Six promotions in 10 years, based on growth counter to industry trends.



### Peak Revenue & Executive Leadership Successes Include:

- **Evolution for Optima** from traditional print agency to multichannel, full-service healthcare ad firm representing Fortune 500 and smaller firms in medical devices, biotech, pharmaceuticals, and diagnostic services—**eliciting shift in reputation to well-respected creative player known for provocative brand personalities.**
- **Numerous accolades** as director and team member behind wins including PM360 Trailblazer, *Best Professional Campaign & Pharma Choice Gold Award*, HCMA *In-Awe Best Self-Promotion Winner*, MM&M *Best Professional Sales Aid Finalist*, & other awards.
- **18 consecutive quarters of profit**—including **\$2.5M new business and 40% revenue gains** during first year as President—creating thriving agency despite economic downturn.
- **Industry thought leadership** demonstrated with regular trade publication features (*Med Ad News, PharmaVOICE, PM360, Pharmaceutical Executive, Medical Marketing & Media*).
- **Potent leadership style** influencing rise in win rate to 67%+, changing focus to Agency of Record (AOR) projects, high-touch client relationships, and in-depth, customized pitches.

## ACCOLADES

“I am a huge Cory Williamson fan. In his role as President, Cory has breathed new life into Optima, revitalizing the energy and culture of the agency and driving breakthrough creative and stellar service for our clients. His dedication and passion is contagious.”

– Associate Creative Director

“Cory is unquestionably one of the best leaders and visionaries I have worked with... His approach to client and agency relationship building results in generating trust, challenging assumptions, and being stretched to exceed expectations.”

– Optima Healthcare Client

## LEADERSHIP HISTORY

### Optima Healthcare, Dallas, Texas | 2000–Present

Quickly rose to leadership prominence, expanding agency success with focus on high-potential opportunities that drove steady profit gains; **solidified company reputation** for elite quality and aggressive, cutting-edge branding services.

**PRESIDENT** (2008–Present) | **CHIEF MARKETING OFFICER** (2007–Present)

**OPTIMA EXCHANGE BOARD OF DIRECTORS** (2007–Present)

**EXECUTIVE VICE PRESIDENT** (2007–2009)

Oversight of 4 Subsidiaries | 57-Member Staff | Rapid Creative & Executive Career Progression

**Took concurrent executive charter** for marketing direction, growth, operations, strategic planning, and PR, administering IT, operations, business development, accounting, self-promotion, HR, and internal processes. Recruit, manage, and mentor 8 total EVPs, VPs, and Chief Creative Officer.

PRESIDENT | CHIEF MARKETING OFFICER | BOARD MEMBER | EXECUTIVE VICE PRESIDENT (Continued...)

### Industry Prominence

*Spearheaded transition from print agency to leverage high-growth digital movement...*

- **Digital Transition:** Transformed image with updated equipment/skills, new strategic focus, and appointment as first CMO.
  - Recruited IT expert from within the industry to expedite cutover to digital methods.
- **Industry Promotion:** Launched blog and gained substantial media exposure, with regular features in trade publications and insights sought throughout the healthcare ad industry.
  - **Rocketed agency to new levels of recognition with all-new website.**
- **Award Wins:** Honored with array of commendations: MM&M *The RX Club Silver Award*, *Best Integrated Campaign 2010*, *Clio Healthcare Best Disease Awareness Nominee 2009*, *Med Ad News Best Self-Promotion 2006*, and others.
  - Served as key team member for creation of NewCom Pharmaceuticals Aza Site “Metal Man,” AMA Pharmaceuticals “Check Iron Early and Often” physician education, and Optima Healthcare self-promotion campaigns.
- **Nationwide Recognition:** Garnered potential placement among *Inc. 500* Fastest Growing Companies and Texas A&M Graduate School of Business Dallas 100.

### Marketing & Brand Direction

*Championed first parent company endorsing brand strategy for simplified connection among all agencies...*

- **Corporate Branding:** Drove alignment for each company to specific marketing goals after halting misuse of corporate brand.
- **Quality Standardization:** As CMO, ensured consistency in look and feel, linkage to parent organization, letterhead design, and other elements by working with agency leadership teams to set guiding standards for external marketing content.

### Strategic Leadership & Improvement

*As Board member, evaluated all company P&Ls and conferred with senior leadership on operations needs...*

- **Company Direction:** Administered strategic and tactical operations for joint functions; formed full executive leadership team upon promotion to President.
- **Efficiency Increases:** Raised productivity with migration to WebVantage/Outlook, elevating practices to client expectations.
- **Special Initiatives:** Instituted 20+ high-ROI process improvements that drove substantial change and influenced rise to peak revenue and profits, with well-run workplace and innovative staffing, PR, and department organization initiatives.
  - Promoted SVP to Chief Creative Officer as part of strategic plan, plus **brought scientist into business development.**
  - Created Professional Services group that formalized and replaced disparate support service structure.
- **Corporate Standardization:** Worked with sister companies to help align corporate brand with individual company messages; held primary charter to formulate vision and uphold/execute corporate mission.

### Staff Engagement

*Fostered colorful, highly productive culture credited with 12-year average staff tenure (vs. 5-year industry trend)...*

- **Recruiting & Retention:** Influenced ease in recruiting new hires with creative license and family-friendly atmosphere (rare among agencies of similar size). **Attracted seasoned, top talent from competing firms.**
  - Improved performance feedback and rating accuracy with adoption of Sonar 6 for 360 degree reviews.
- **Cultural Revitalization:** Championed move that inspired “new agency” feel; incorporated edgy, bold colors within building that helped win over prospective clients.
  - Doubled agency staff volume with shift to complex, high-dollar projects.
- **Employee Development:** Created Optima University and internship programs designed to boost staff knowledge levels.

**SENIOR VICE PRESIDENT, DIRECTOR OF CLIENT SERVICES (2003–2007)**

Advertising Awards | Agency Self-Promotion | Campaign Positioning & Team Leadership

*Spearheaded high-level business development and brand management*, with close oversight to business development team in strategic marketing plan and promotional plan development. Supervised account, creative, and production teams in global brand campaigns and digital strategies.

- **Brand Management:** As newly appointed Brand Communications Leader, secured industry recognition for significant alterations to Optima brand and style, including awards for agency self-promotion.
- **Agency of Record Wins:** Led teams to develop brand identity, packaging, and campaigns for products and organizations including Cosopt, Cozaar, Keflex, Moxatag, Lexapro, and Multiple Myeloma Research Foundation.

**VICE PRESIDENT, ACCOUNT GROUP SUPERVISOR (2002–2003) | ACCOUNT GROUP SUPERVISOR (2001–2002)**

ACCOUNT SUPERVISOR (2001) | SENIOR ACCOUNT EXECUTIVE (2000–2001)

Executive Committee Membership | Merck & AstraZeneca Relationships | Planning for 40% of Agency Clients

*Personally attracted by “branding aggressively” motto to firm*; forged lasting relationships with industry players with promotion to agency leadership roles. Handled pharmaceutical sales promotional development (estimating, competitive analysis, market research, content development, creative direction, tracking, timelines, and production).

- **Agency of Record Transformation:** Expedited transition to AOR contracts for Pepcid, Stadol, and Endocet.
- **Client Brand Management:** Administered client relationships, identifying new revenue opportunities while managing brands Talwin, Demerol, Endocet, Darvon, PreRx, Cozaar, Maxalt, Mucinex, and Gradal.

**CR Agency, New York, NY | 1997–2000**

*Established reputation for results in brand strategy and development; managed DuPont, Merck, Coca-Cola, and other accounts.*

**BRAND STRATEGIST**

\$1M in 5 Major Accounts | Focus Groups & Brand Development | Market Research & Strategy

*Managed projects for key accounts*; led strategic initiatives for major pharmaceutical brands including Catapres, Zyprexa, and Lexapro. Delivered management reporting, client presentations, and materials development.

Other Sales & Leadership Experience:

**SALES REP, Merck Pharmaceuticals, New York, NY, 1994–1997**

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**E D U C A T I O N**

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**MASTER OF BUSINESS ADMINISTRATION (MBA) IN INTERNATIONAL MARKETING**

Texas A&M University Graduate School of Business

*Delta Mu Delta International Honor Society in Business*

**BACHELOR OF SCIENCE IN BUSINESS & FINANCE**

University of Rhode Island, Kingston

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**B O A R D & C I V I C A F F I L I A T I O N S**

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**NEW HORIZONS SCHOOL**

**OPTIMA EXCHANGE (Parent Company)**

**FOUNDER, OPTIMA MARCH OF DIMES TEAM (Best New Team, 2010 - Raised \$32K; Nearly 100% Participation)**

## *Resume Strategy*

*A well-known ad agency executive, Cory was the driving force and inspirational leader behind a significant shift in the company's focus to digital media and related techniques. Given the prominence of his background, and the fact that his firm was known for the color red, I incorporated a dramatic look and feel to the document that included significant dashes of color.*

*Cory's testimonials also took center stage, as he had worked with numerous ad agency creative staff and clients that lauded his ability to challenge outdated practices and build healthy brands.*

*Cory is now selecting among different agency and Board roles for his next venture.*