

## Brett C McCarty

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### Senior Communications & Marketing Professional

Financial Services 50 Media & Entertainment 20 Packaged Goods

Expert at defining, articulating and amplifying the voice of the brand. Deft management of initiatives from beginning to end – identifying opportunities, framing solutions, and implementing plans to achieve results. Key to success is the ability to balance creative problem solving with strategic thinking to create audience-centric communications built on a foundation of flawless execution.

- ☞ Brand, Content & Marketing Strategy
- ☞ Cross-Functional Team Leadership
- ☞ Target Identification/Customer Segmentation
- ☞ Concept Ideation
- ☞ Website Strategy & Optimization
- ☞ Media/Digital Strategy & Implementation
- ☞ Sponsorships/Strategic Partnerships

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### Professional Experience

#### Big Rocks A Marketing Cooperative, San Francisco & Boston (2000 – Present)

Turn-key marketing expertise applied to a range of client needs, approach based on pursuing long-term goals while always addressing short-term urgent needs. Turn ideas into action with concrete, cohesive, comprehensive plans that deliver desired results. Results and value recognized by long-term relationships with clients.

#### Founder

##### Clients Include:

- ☞ Blue Cross Blue Shield of Massachusetts
  - ☞ Developed B2B strategic packaging and positioning for Prevention & Wellness: six key conditions across five market segments
- ☞ TIAA-CREF
  - ☞ Led internal re-launch of retiree healthcare; doubled product awareness.
  - ☞ Directed content strategy and website redesign for thirteen 529 college savings plans.
  - ☞ Streamlined retiree healthcare collateral system; created award-winning brochure.
- ☞ EastWest Marketing Group
  - ☞ As interim CMO, redefined the role and recruited replacement.
  - ☞ Created & directed partnership practice.
- ☞ Showtime Networks Inc.
  - ☞ Identified new revenue streams for SHO Boxing sponsorship/merchandise.

#### Showtime Networks Inc., NYC (1990-2000)

Transformed splintered marketing silos into collaborative initiatives. Reorganized to deliver integrated communications driving unique advantages for key programming. Managed departmental resources including agencies, freelancers, and staff of ten.

#### Vice President, Business Development

Created new channel concepts and built product strategy to elevate share of voice in emerging digital environment. Developed marketing plans for domestic and international channel launches and identified opportunities in new media and interactive technologies.

##### Accomplishments:

- ☞ Led team developing SNI's product strategy in emerging digital market.
- ☞ Developed marketing and publicity plan for successful launch of Showtime Extreme in Spain.
- ☞ Wrote strategic plan for two new channel plexes: Showtime Beyond and SHO Next.

#### Vice President, Marketing Department, Showtime Networks

Championed projects across Viacom divisions to support expansion of flagship brands *Showtime* and *The Movie Channel* across new markets and new media.

### **Accomplishments:**

- ☞ Developed video case study series about SNI to support five textbooks from Viacom sister-division, Prentice-Hall.
- ☞ Expanded SNI relationship with Viacom and National Amusements, including creative development of new "Feature Presentation Lead-in."
- ☞ Managed SNI's Nantucket Film Festival sponsorship, leveraging a minor cash contribution into a major sponsorship garnering 5X value.

### **Vice President, Marketing, Sundance Channel**

Established overarching marketing strategy for *Sundance Channel*. Integrated all consumer and trade marketing and publicity communications.

### **Accomplishments:**

- ☞ Reorganized organization and process, expanded staff to support future operations and growth.
- ☞ Created long term alliance with Starbucks Coffee Company.
- ☞ Secured Absolut Vodka as charter advertiser for new publication.

### **Vice President, Consumer Promotion & Planning**

Formed strategic planning group to enhance SNI brands through traditional and non-traditional marketing. Managed cross-functional teams and all departmental resources.

### **Accomplishments:**

- ☞ Developed sponsorship package for Seagram Americas to support pay-per-view and Showtime Championship Boxing.
- ☞ Initiated first ever marketing campaign integrating product placement in a Showtime Original Picture *Ruby Jean and Joe*.
- ☞ Campaigns generated 3.5+ billion impressions; average cost/benefit ratio of 1:9.
- ☞ Developed the most successful original programming marketing campaign (The Outer Limits) using multi-media tactics and vehicles.
- ☞ Initiated technology-driven marketing campaigns with Paramount Interactive, Simon & Schuster Interactive and StarSight.

### **Associated Marketing Group, NYC, Account Manager (1988-1990)**

**AMG was named "Agency of the Future" by Adweek's Marketing Week (May, 1990) for its innovative creative work and marketing tactics within a strategic framework.**

- ☞ Developed equity promotion for Palmolive with Royal Dalton China.
- ☞ Created first point-of-purchase promotion for Perrier in cans introduction.
- ☞ Delivered four clients to the firm: Perrier, Ghirardelli, Citicorp POS Information Services and Block Drug Company.
- ☞ Directed freelancers and junior staff of three.

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### **Education**

Northwestern University, Specialization, Content Strategy, 2015

Center for Creative Leadership, Leadership Development Program, 1995

Princeton University, AB cum laude, Sociology, 1985

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### **Awards & Associations & Affiliations**

- ☞ Reggie (Nike), CTAM (Showtime), Benny (Independent 529 Plan), and American In-House Design/Graphic Design USA (TIAA-CREF Retirement Healthcare Program) award-winning programs
- ☞ Guest lecturer Advertising and Communications at Fordham Graduate School of Business
- ☞ Guest lecturer Communications at Bertolon School of Business Salem State University
- ☞ Credits on "Fast Track to Nowhere" compilation music CD promoting "Rebel Highway" movies, CD-ROM promoting Independent 529 Plan, and "Planet of the Dogs" series of children's books
- ☞ Member, MeNG Marketing Executives Networking Group
- ☞ Executive Committee Member, Board of Directors, Friends of Marblehead Public Schools
- ☞ Princeton University Alumni Schools Committee and Annual Giving

## Projects & Clients

### Financial Services

Bank of Boston  
Citibank AAdvantage Card  
Citicorp Diners Club Card  
Citicorp Express Money Services  
Citicorp POS Information Services  
TIAA-CREF Tuition Financing Inc.  
TIAA-CREF Retirement Healthcare Program

### Media & Entertainment

Barking Planet Productions  
CBS Marketing  
EPiX  
Major League Baseball  
Millennium Dance Partners  
Nantucket Film Festival  
Ringling Brothers & Barnum and Bailey  
Showtime Networks Inc.  
Wamesit Lanes  
Warner Bros. Home Video

### Packaged Goods & Confectionary

Block Drug Company  
Colgate Palmolive  
Ghirardelli Chocolate Company  
Kraft/Nabisco  
Nutrasweet  
Peter Paul Mounds  
Pillsbury (Betty Crocker)  
Quaker Oats (New Products/Arctic Fruit)  
Seagram (New Products)  
Sunsweet  
Whitman's Chocolates

### Beverages

Adolph Coors & Co.  
Bacardi Imports  
Cadbury-Schweppes  
Dos Equis  
Gatorade  
Pepsi Bottling Group (NJ)  
Perrier

### Other Services

Blue Cross Blue Shield of Massachusetts  
Deirdre Capone Spa  
EastWest Marketing Group  
ebay Real Estate  
EMQ Families First  
Invest in Britain Bureau  
Keystone Partners  
Perio Management Consulting  
Thoughtware Worldwide  
Ventanis

### Other Products

Fuji Film  
Mattel  
Nike