

Anne Marie Stringer, MBA, BFA

Marketing leader, Brand builder, Digital strategist, & Creative director

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I'll grow your business, capability, and culture. My leadership will transform your organization by providing vision, creating clarity, and connecting customers to their "why." My drive to over-deliver, passion for DE&I, and dedication to lifelong learning makes exceeding goals rewarding and fun for all.

Work Experience

Infor, New York City, NY

Marketing Director - Industry Content Strategy, 2023 - Present

- Led global GTM and lead-generation marketing strategy for 8 ERP - B2B SaaS industries including manufacturing, fashion, hospitality, and healthcare, in 30+ regions with teams in Europe and the US.
- Aligned cross-functional teams in under 6 months to refine bi-annual product launch process, improve marketing output, and increase sales leads by 15%.
- Lead brand refresh to modernize global look, tone, mission, and positioning.

Self-Employed, Baltimore, MD

Business Transformation Consultant, 2022 - 2023

- Refined staffing, operating models, and new business development for Baltimore-based marketing agencies and product development companies including Marriner Marketing, Future Makers, & Arts Every Day.

Stanley Black & Decker, Towson, MD

Director of Global Commercialization, 2022

- Accelerated strategic business growth of \$120m power tool portfolio by 3X for US-based brands CRAFTSMAN & PORTER-CABLE, and international STANLEY brand through D2C, eComm and in-store whitespace activation.

Brand Marketing Director, 2020 - 2022

- Revitalized the PORTER-CABLE power-tool portfolio into a \$1b brand by reaching new user segments. Oversaw the first marketing led SBD exclusive retail partnership.
- Managed internal and agency teams with a multi-million dollar budget to build a 0-60 omni-channel marketing strategy with a focus on influencer, retail, and media activation, increasing sales by 67% YOY.

Global Director: MarTech., CX, & Content Strategy, 2017 - 2020

- Pitched and built a digital marketing Center of Excellence to enhance the power tool customer shopping and user experience. Hired and managed 45 global (on and off-shore) SMEs across the US, ARG, COL, UK, TWN, CHN to support global marketing campaigns for the Americas, EMEA-ANZ, and APAC. Teams included UX/UI, eComm content, D2C strategy, creative ops., CMS, PIM, and DAM management.
- Managed brand and digital M&A initiatives for Craftsman acquisition. Increased CRM user database by 700k in year 1, while building marketing personalization.
- Increased eCommerce sales by \$1m in 2017 through retail content strategy alone.

Group Creative + Digital Strategy Manager, 2015 - 2017

- Led teams including digital strategy and creative, search, email, social, and web to develop world's first cordless power tool sub-brand DEWALT FLEXVOLT. Marketing campaign activity contributed to a \$300m increase in sales.
- Led a 6x increase in asset production by leveraging AI and process optimization.
- Managed digital-first marketing campaigns for over 100 new products and 12 brands featuring DEWALT, STANLEY, and BLACK+DECKER brands to bolster \$1b growth.

MGH Marketing, Baltimore, MD

Digital Creative Director, 2010 - 2015

- Developed award winning digital marketing campaigns with a focus on brand strategy, UX, app development, and design. Led cross-functional collaboration between teams to deliver award winning CPG, higher-ed, franchise food service, hospitality, non-profit, and healthcare creative.

Marketing Agencies: Redhead Companies, Planit Agency, Eisner, Baltimore, MD

Digital Design & Art Direction 2005 - 2010

Education

Loyola University Maryland: Sellinger School of Business

MBA - Global Marketing & Leadership - 4.0 GPA, 2023

Maryland Institute College of Art

BFA - Graphic Design & Web - 3.8 GPA, 2005

Qualifications

Leadership - Strategic business development, Business and digital transformation, Org. design, New business development, Marketing diplomacy, Cross-functional collaboration, Operational effectiveness, Change management, SMART goal development, SBI model feedback delivery, Public speaker, Mentor.

Strategy - B2C, B2B, D2C, Data-driven and user-first enterprise marketing strategy, Brand building and storytelling, Creative direction, KPI development, Influencer marketing, Omni-channel activation, Global campaign creation, Corporate sponsorship, Agency management, Process development, Global marketing ops., Process optimization, and eCommerce A+ content.

Tech - Adobe CC, Figma, Miro, ERP, PIM, DAM, CMS, CRM, Owned, Earned, Paid media, MarTech. stack, Social listening system mgmt., and Microsoft office.

Boards + Memberships

- Arts Every Day - Development Committee Chair 2018 - Today
- Islesford Boatworks: 2021 - Today
- LGBTQIA+ & Women's Network ERG: 2018 - Today
- A Workshop of Our Own for Women & Trans Folks: 2015 - 2020
- Potters Guild of Baltimore Executive Board: 2009 - 2020

Professional Accomplishments



2021 Honoree



Global Tools & Storage
5 WIN Awards
2015 - Present



Eagle Excellence Award
2018



WEBBY Award
Honoree



AAF ADDY Awards
18 Regional & National



Baltimore Magazine
Agency Cover Winner



QUEER | INCLUSIVE | BADASS



Sellinger School of Business



Speaking & Mentorship Opportunities