

Jeff Koleba

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Multi-industry marketing leader & educator with a track record of driving growth across diverse audience segments. Extensive experience leading cross functional teams to develop and successfully launch new products.

WORK EXPERIENCE

University of Louisville, College of Business

2022-Present

Executive-in-Residence, Marketing Faculty & Co-Director, Supply Chain Management Major Louisville, KY

- Appointed to lead the development and launch of a new major in Supply Chain Management.
- Developed and launched new degree programs in Digital Marketing and Multicultural Marketing.
- Guided teams of student-consultants to solve real client problems via Design Thinking & Market Research.

The Kentucky Derby/Churchill Downs Racetrack

2013-2021

Vice President, Marketing & Programming

Louisville, KY

- Built & led 14-person marketing department to deliver consistent double-digit bottom-line growth across 9 lines of business and set all-time Kentucky Derby Week attendance record.
- Developed brand content marketing strategy; annually achieving organic social media reach of more than 40 million unique users and securing over 200 placements in targeted national lifestyle publications.
- Doubled qualified lead generation for premium tickets & delivered 150% of 1st year venue rental lead goal by redesigning online customer journey & aligning SEO, SEM and website user experience.
- Designed loyalty engagement plan to justify investment in CRM system; doubled email and social media subscriber bases & tripled conversion while ensuring CCPA & GDPR compliance.
- Led Go-to-Market planning for new ticketed and event products; successfully sold out multiple newly constructed seating venues, established a new venue rental business & launched a year-round steakhouse.

Colgate-Palmolive Company

2009-2013

Brand Manager, US Cleaning Products | 2011-2013

New York, NY

- Led team of 2 associates to drive double-digit net sales growth across portfolio of 3 unadvertised brands.
- Created limited edition fragrance strategy for Fabuloso cleaner securing incremental facings at top accounts.
- Analyzed financial impact of resizing portfolio to align with global bottle sizes; identified opportunity for cost reduction with positive net financial impact.

Brand Manager/Associate Brand Manager, Oral Care Innovation | 2009-2011

- Launched Colgate MaxClean toothpaste. Leveraged insights from personal & home care categories to inform differentiating technology. Delivered 16% sales lift & winner of SHAPE magazine Beauty Award.
- Led global development of the Colgate Max brand equity. Utilized ethnographic research to define point-of-difference and emotional insight. Coordinated with regional counterparts & agencies to develop brand style guide, media strategy & 5-year innovation pipeline.

Johnson & Johnson

2007-2009

Associate Product Director, K-Y Brand

Skillman, NJ

- Led digital, e-commerce, lifestyle PR, multicultural & grocery class-of-trade components of the K-Y Yours+Mine product launch, generating over \$50MM in first year sales.
- Secured lifestyle PR placements to associate Yours+Mine with mainstream lifestyle publications and events including Cosmopolitan magazine, relationship bloggers & NYC Fashion Week.
- Developed brand digital strategy including microsite, contextual media buy & link-to-purchase through e-commerce partnerships.
- Expanded distribution to hotel gift shops & cruise ships by developing unique product & packaging to address channel needs; captured \$2MM in incremental 1st year revenue.

Prudential Financial**2001-2005***Actuarial Associate – Accelerated Leadership Development Program**Newark, NJ*

- Selected as one of seven rotational program associates, completing assignments in Product Design and Pricing, International Insurance, Group Insurance, Financial Valuation and Internal Audit.

ADDITIONAL EXPERIENCE

Kentucky Shakespeare (Non-Profit Board)**2016-2020***Fundraising Committee Chair & Executive Committee Member**Louisville, KY*

- Largest regional provider of public theater & in-school theatrical education to low-income districts.
- Helped to restore organization to financial stability & achieve record bookings and attendance.

Featured Speaking Engagements**Ongoing**

- “Growing Relevance with New Audiences” - 2018 AMA Marketing Week Live
- “SAMMY Award Case Study on Thurby” - 2018 National Sports Forum
- “Incorporating Sponsored Content Authentically” - 2017 Sports Fan Engagement Conference
- “Using Email Behavior to Validate Consumer Segmentation” - 2015 Marketing Sherpa Summit

EDUCATION

New York University – Leonard N. Stern School of Business**May 2007***MBA, Marketing & Strategy**New York, NY*

- Graduated with Distinction (top 10% of class); international business study – Buenos Aires, Argentina

University of Pennsylvania**May 2001***BA, Economics & Psychology**Philadelphia, PA*

- Summa Cum Laude; semester abroad – University College London, UK

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google Analytics 4, IBM Design Thinking Practitioner, Actuarial exams in Corporate Finance, Interest Theory & Statistics
- **Skills:** Brand Management, P&L Ownership, Cross Functional Team Leadership, Lead Generation, Loyalty, New Product Development, Consumer Insights/Market Research, Talent Development, Digital Marketing
- **Interests:** Improvisational Comedian; World Traveler (6 continents & 30+ countries); Kentucky Colonel