

# CORY T. WILLIAMSON

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## SENIOR EXECUTIVE – ADVERTISING AGENCY

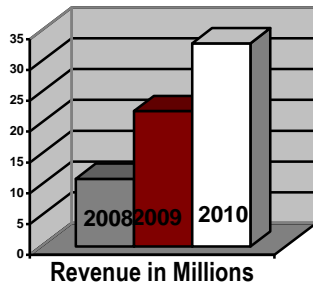
PRESIDENT | MANAGING DIRECTOR

### *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

“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 Illinois

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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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**FUTURE HORIZONS SCHOOL**

**MARKETING INNOVATIONS BOARD, UNIVERSITY OF ILLINOIS ALUMNI**

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