Tony L. Fortner

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# PROFILE

Executive with 15+ years experience in customer experience, marketing and strategy for Fortune 500 and start-up companies. I am known for architecting the big picture and customer experiences to capture competitive advantage, while managing and optimizing existing marketing channels to meet near-term objectives. I strive to apply my expertise in consumer psychology and human decision-making to create greater value for customers and subsequently the business.

Most recently I have the honor of serving as Director of Strategy and Customer research for Republic Wireless, where I was responsible for customer experience marketing and consumer research.

# EXPERIENCE

Director of Strategy & Customer Research, Republic Wireless, Raleigh, NC — Nov. 2012 - Present

* Responsible for the creation, development and management of customer experiences both for online and traditional channels.
* Conducted primary and secondary research to identify and validate customer personas, segments, and stratifications.
* Lead creation and development of new low cost strategies for customer acquisition, customer care and retention.
* Developed go-to-market strategy for product development, product merchandising, market research and content marketing for all market offerings.
* Work directly with chief executive lead team to identify and develop new market, customer, and segment strategies.
* Developed and employed a range of marketing mix techniques to drive awareness, customer acquisition and customer retention.
* Conducted primary and secondary research and analysis for new products, design, usability, and customer experiences.
* Creation of brand and loyalty strategies for Republic Wireless, including Net Promoter scores, loyalty programs, customer advocacy, and referral programs.
* Architected customer journeys and experiences to optimize customer lifecycle management and loyalty.
* Designed new customer experience measures, including emotional scoring and expansion of NetPromoter score.
* Analysis and design of expanded customer satisfaction scores, resulting in optimized KPI’s and development of OKR architecture and practice.
* Mentorship and guidance of marketing team, both cross-functional and inter-organizational.

Manager Marketing Strategy, Sprint, Overland Park, KS — Feb. 2003 - Nov. 2012

* Lead creation of customer experience maps, customer touch point analysis, and moment of truth evaluation mechanisms.
* Design, develop, and implement Sprint’s first online community buzzaboutwireless, enabling voice of the customer engagements and direct customer feedback.
* Create customer experiences for [sprint.com](http://sprint.com)’s acquisition, customer care, and retention functions.
* Author of M2M and international market strategies for Sprint Wholesale Solutions, including competitive analysis and strategic roadmap.
* Provide monthly reports and updates to executive team and governing council for Sprint’s web properties and eCommerce functions.
* Responsible for cross-functional and inter-organizational coordination and synthesis of customer experience, marketing, usability, and strategic programs.
* Creation of content management and publishing platform, including search engine optimization and search engine marketing.

Senior Management Consultant, Morgan Hunter, Overland Park, KS — Sept 2002 - Feb. 2003

Provide consulting to Sprint wireline division, mentoring leaders, guiding organizational design and process improvements for staff of 200.

VP of Operations, Discover the Outdoors, Overland Park, KS — July 2000 - Oct. 2002

Responsible for all business operations, including sales, brand, marketing, technology platforms, people services, and finance. Developed industry leading website, syndicated television program and product lines. Reported to CEO and angel funding partner on business operations and progress. Lead a team of 80+ full-time employees and contractors.

Senior Management Consultant, CGI, Overland Park, KS — January 2000 - July 2000

Provided customer experience and marketing strategies to multiple Fortune 500 companies across multiple industries, including healthcare, pharmaceutical, entertainment, telecommunications and online gaming.

Director eBusiness, Raytheon Aircraft, Wichita, KS — June 1998 - January 2000

Lead the creation and implementation of Raytheon Aircraft’s eBusiness group. Lead the creation and development of Raytheon’s first Intranet. Coordinated the integration of technology, groups, processes, and web properties for the six existing Raytheon business units. Architected and lead the organization redesign of 300+ information technology professionals for Raytheon Aircraft’s distributed systems, network, and development groups.

# EDUCATION

Walden University, Minneapolis, MN —Ph.D Neuroeconomics, In Progress

Friends University, Wichita, KS —Master of Science, Information Systems, Graduated 1998

Kansas State University, Manhattan, KS —Bachelor of Science, Psychology, Graduated 1994

Additional Education:

Massachusetts Institute of Technology, Cambridge, MA - CEU, Product Development

# working papers

The Problem of Customer Experience: Misunderstanding and Illusion - May 2016

Conditional Relationships: Factors impacting customer commitment and loyalty - June 2016

Beyond Net-promoter scores - July 2016

# SKILLS

Strategy, strategic roadmaps, strategic marketing, digital marketing, customer experience, customer experience objectives, customer loyalty, customer acquisition, customer retention, customer segmentation, customer lifecycle management, customer journey, eCommerce, brand strategy, brand development, branding, marketing communications, advertising, agency, management, product development, product roadmaps, product strategy, product management, product marketing, go-to-market strategy, mobile devices, social media marketing, social media strategy, social media development, community strategy, community development, community management, content strategy, content development, content management platforms, content publishing, content monetization, SEO, SEM, email marketing, research, competitive analysis, analytics, testing, budgeting, management, leadership, cross-functional teams, organizational strategy, organization development, organizational design, consumer to consumer, business to consumer, strategic partnerships, vendor management, website development, user experience design, design, thought leadership, web analytics, google analytics, google ad words, public speaking.