

MARTY DICKINSON

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PROFESSIONAL SUMMARY

Accomplished Marketing and Communications Executive with over 20 years of experience leading both non-profit and for-profit organizations. Excellent reputation for building partnerships to "raise all boats", achieve aspiration goals, resolving problems, improving member-customer engagement, and driving overall successful and sustainable outcomes.

SKILLS

- Team leadership
- Marketing and strategic planning
- Member- customer experience
- Brand development
- Connector
- Effective communicator
- Problem solving
- Community driving and advocacy
- Culture building
- Facilitating
- Leading strategy

EDUCATION

Washington State University
Pullman, WA • 1991

Bachelor of Arts, Communications

WORK HISTORY

Skye Strategies - Independent Consultant
Spokane, WA, WA • 04/2018 - Current

- Assist in determining organizational vision, purpose and brand alignment.
- Audit current marketing and communications plans and strategies.
- Facilitate and architect key marketing principals and strategies to drive growth and sustainability for clients.
- Evaluate diverse organizational systems to identify workflow, communication and resource utilization issues.
- Research latest market trends to provide current knowledge to clients.
- Compile research data and conduct professional presentations highlighting finds and recommended optimizations.

Umpqua Bank - Executive Vice President, Culture
Portland, Oregon • 04/2014 - 05/2018

- Led a culture team focused on the cultural integration of 4,500 employees through the Umpqua and Sterling merger.
- Implemented innovative and virtual cultural programs, including SAM- an internal platform for idea generation and process improvement, Culture Journey a virtual and interactive 90 day on-boarding experience.
- Reviewed program performance data to monitor and measure productivity, goal progress and activity levels.
- Directed executive leadership in brainstorming, discussing strategy and mitigating culture and performance issues.

Sterling Bank - Vice President, Marketing
Spokane, WA, WA • 07/2011 - 04/2014

- Managed a marketing team of 14 professionals and a communications team of 11 professionals.
- Supervised all marketing, communication and planning activities to

exceed bank goals.

- Led a comprehensive rebrand effort for the bank over the course of 12 months.
- Effectively fiscally managed \$12 million annual marketing budget.
- Negotiated all community, philanthropic and media sponsorship's and contracts.
- Managed all internal and external communications including employee intra-net and all media activity.
- Developed and launched Sterling Bank's first ever digital marketing strategy.
- Directed marketing projects at all stages, including conceptual planning, schedule management and final implementation.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Planned and implemented studies to assess market conditions and evaluated results to enhance marketing campaigns.
- Collaborated with the varying internal lines of business to create best practices marketing initiatives and media positioning for vertical markets.
- Built, implemented and enhanced marketing initiatives to maximize outreach and client experience.
- Retained clients to build brand awareness and generate leads while managing internal and external marketing campaigns and programs.
- Consulted with product development teams to enhance products based on current customer data.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Developed innovative and targeted collateral to support overall branding objectives.
- Maintained all community development and engagement efforts on behalf of the bank.
- Leveraged industry trends and competitive analysis to improve customer relationship building.
- Managed and led Sterling Bank Facilities team. Responsible for a branch network of 200+ locations in 4 states.
- Executed rebranding of 200 + physical locations including external signage.
- Oversight of all lease, purchase and sale agreements within Sterling Bank property and physical plant portfolio.

Downtown Spokane Partnership - President
Spokane, WA, WA • 07/2005 - 07/2011

- Led a Region-wide marketing and planning effort to revitalize Downtown Spokane. The Downtown Plan resulted in over \$3 Billion in redevelopment and investment during my tenure as DSP President.
- Developed and implemented new marketing strategies to modernize, elevate and generate awareness of Downtown Spokane.
- Oversaw all member relations and engagement with over 1500 DSP members.
- Aligned organizational objectives with the DSP non-profit mission,

- increasing membership loyalty, engagement and collaboration.
- Developed and implemented new strategies and policies in collaboration with executive partners to establish and achieve community aspirations. Such as: seeding the University District Board and UD Pedestrian Bridge.
 - Spear-head change management and strategic coaching for DSP staff of 22.
 - Produced campaigns and used results to communicate organizational value and generate promotional web content.
 - Oversaw all daily administrative operations, including reporting to DSP Board of Directors.
 - Orchestrated positive media coverage and stakeholder relations as public face of Downtown Spokane.
 - Maintained P&L to ensure optimal fiscal responsibility, resulting in profitability and organizational sustainability.
 - Managed all aspects of production, circulation, marketing, advertising and new program development.
 - Forecasted and directed effective management and financial control.

ACCOMPLISHMENTS

Puget Sound Journal of Business- 40 Professionals under 40- 2009
Spokane Inlander- Leaders to Watch- 2009
Inland Catalyst Magazine 40 Professionals under 40- 2009
Inland Catalyst Magazine- POWER 50 - Most Influential Leaders: Named 6 consecutive years- 2013-2018
Central Valley School District Meritorious Award - Recipient - 2015
YWCA Woman of Achievement - Recipient - 2015
WSU Board of Regents- Appointed by Governor Inslee- 2018- Current

AFFILIATIONS

WSU Board of Regents- 2018/Current
Chair- WSU Elson S. Floyd College of Medicine Advisory Board- 2013/Current
Spokane Public Facilities Board - 2017/Current
Association of Wa Businesses Board of Directors - 2012/Current
Regence Blue Shield Community Board - 2010/Current