



Biography
Christine Temple-Wolfe, Principal
Excel in Marketing

Christine Temple-Wolfe is a senior-level marketing professional who operates under the impassioned belief that excellent marketing services don't need to cost a fortune. Instead, her innovative business model integrates the most business-critical marketing strategies and technologies with affordable pricing that helps clients to build their business – and their bottom line – with a manageable, integrated strategy.

A California native, Christine brings with her more than two decades of experience in tactical direct response marketing and operations in political campaigns, managed care, telecommunications, Internet publishing and biotech, to name a few. Her key strengths include: research and planning, integrated direct marketing strategies, marketing operations, business critical, cross-functional initiatives, and response analysis.

In 2001, she launched a sole proprietorship registered as Wolfe Consulting and later incorporated as Excel in Marketing in 2003. As she transitioned from a single proprietor to an agency model with two primary officers, the business grew 385 % in its first year. Excel in Marketing, LLC, has now evolved into a top-tier consortium of marketing professionals with specialized niche skills to provide clients with experience, innovation, and flexibility. Excel in Marketing now engages ten consultants with extensive skills and practical experience in public relations, media planning and placement, graphic design, direct mail strategy and production, project management, transcription services, focus groups, research and branding, to provide clients large and small with contract placement and integrated marketing communications services.

Christine's business model is an innovative approach not found in today's ever-changing marketplace. She understands the tremendous cost benefits to companies not having to recruit and hire FTEs and is able to offer a significant cost savings by making marketing expertise available on short-term contract or per-project basis.

She focuses on streamlining operational efficiencies, lead generation, mapping to revenue goals, and implementation of workflow process and system integration. Specific projects include collateral management, integrated campaign strategy, design, and implementation, team and vendor management, project management, and program management. She is also responsible for the recruitment and retention of key professionals for the consortium; managing incorporation; managing payroll, financing, and accounting processes; creating strategic partnerships, new distribution channels, and professional association networks; in addition to managing advertising and business development tools and processes.

Excel in Marketing clients include Blue Shield of California, Intuit, Goal Financial LLC, Wells Fargo, Serenity Spa, Science Tools, Carefree Power Sports, RES SUCCESS, National Directory Information Services (NDIS), and Protocol Marketing.

Prior to starting Excel in Marketing, Christine served as the Marketing Director for Vigyanix Inc, wherein her responsibilities included developing corporate branding, strategic marketing planning, direct marketing launch strategies, website and sales support for a new product suite in the science and technology area for the Life Science professional. She led multicultural development teams in efforts to renovate the corporate website including: branding, design, copy and navigation, data collection strategies, storefront and transaction systems. She also researched and secured credible lists for targeting personalized direct mail pieces, and brochures, from concept through to production.

Prior to that, she served as Marketing Director at Learning Network, where she built more than 60 unique marketing campaigns to launch a consumer learning portal. She led company-wide initiatives such as agency selection and off-line direct marketing efforts. Her charge was also to measure the efficacy of www.LearningNetwork.com through registration, personalization and Visitor-to-Member purchasing metrics. During her time at Learning Network, Christine was promoted to oversee three marketing professionals, a \$9 million total Marketing budget and begin the execution of an integrated marketing plan. She employed \$1 million of the budget to develop two Internet-driven databases and integrated seven databases into a centralized database to launch a Broadbase/Kana's Customer Relationship Management (CRM) suite. Her efforts resulted in the ability to reduce marketing costs 35 percent as a result of database integration, all the while increasing the response rate from .8% to 2.2% through the integrated marketing plan execution.

She has also served as the Marketing Opportunity Manager for Lucent Technologies charged with the development of direct mail, Web, media, webinars and telemarketing programs with internal business divisions. Her responsibilities included improving lead generation, reporting and distribution processes, supporting trade show and event activities and enhancing vendor management and lead performance. She formulated and executed an innovative "inverted marketing" process, which directly mapped the number of sales needed to the proposed marketing plan. Additionally, she managed the implementation of business division projects with multiple vendors, and cross-functional teams for creative and strategic implementation and response tracking. Christine successfully conducted testing on Epiphany CRM software solution and provided user training. She also managed list acquisition schedules, business rules for database usage and data harvesting training for all marketing staff.

Prior to that, Christine served as the National Direct Marketing Specialist for Insmark, a financial services company in Northern California where she managed the creation and launch of direct mail, print advertising and telemarketing campaigns. She managed multiple vendors, tracked pricing, production schedules and sales results. Because Insmark's existing lead generation systems were antiquated and the tracking methods produced inaccurate results that were never analyzed, Christine was fundamental in the development and implementation of automated processes for lead tracking, promotion tracking, and budget expenditures. She updated and improved branding throughout internal and external products and literature to improve the corporate image. During her time at Insmark, she effectively increased response rates of direct mail pieces 200%; designed over 20 promotions in six months; and increased sales prospects 100%.

Christine has also served as the Statewide Direct Response Marketing Manager for TakeCare/FHP, a large managed care corporation, where she was promoted three times in four years. She managed the Marketing for the newly formed Medicare Risk division, overseeing expansion efforts throughout multiple counties in California. Her marketing responsibilities included managing \$13 million budget, working with creative agencies, programmers and the federal regulatory agency (HCFA), as well as, inbound/outbound telemarketing, and print advertising vendors. She coordinated audits for

eight counties throughout Northern California as well as managed co-marketing activities for all Medical Groups and Hospitals throughout the state. Her successes include: Developing more than 140,000 leads, resulting in 10,000 individual sales annually; completing comprehensive market research that resulted in revealing reports on competitors, prospective customers and members.

Christine's education includes a BS in Journalism and Public Relations from Cal Poly San Luis Obispo. She is currently completing coursework towards a MBA with a concentration in Marketing through Golden Gate University. Additional training includes: Epiphany Campaign Management (CRM), Broadbase/Kana Campaign Management (CRM), Center for Creative Leadership (Management), Brand Leadership: Experiential Branding, Oxford University, Using Genetic Algorithms for Customer Segments, Channel Process Modeling: Professional Certification in CRM, Process Modeling and Analysis Customer Relationship Management (professional certification), DCI Consulting Institute