



Pam Schechtman

Vice President of Marketing

612-590-2719

pam.schechtman@growthoperators.com

<https://www.linkedin.com/in/pamschechtman/>

AREAS OF EXPERTISE

Marketing & Sales

A highly respected, strategic executive, with over 20+ years of broad experience in small to mid market, and enterprise Founder and Private Equity Sponsored business environments inclusive of B2B, B2C and DTC blending brand building and transformational leadership.

Pam shares core expertise in driving growth by building differentiating brand platforms, multi-channel messaging and outreach, bringing inspired storytelling to marketing, shaping foundational go-to-market strategies, new product launches, demand and lead gen. and organizational alignment. She also has capably managed product development, product marketing, and merchandising efforts.

Digital Transformation & Leadership

Pam is proficient at collaborating and leading as a positive change agent with tactical agility to drive successful digital transformations and improve and upgrade existing digital efforts across an organization with multiple stakeholders and high-performing teams. Her strategic execution, yielding revenue growth with a customer focus, connects brands in a meaningful way and delivers compelling value proposition. She helps drive sales and profitable revenue growth with extensive online advertising, digital marketing, omni-channel development expertise.

Customer-Focused

Pam prioritizes the needs and experiences of customers, putting the customer first, demonstrating that you care about their satisfaction, and creating an experience that develops long-term trust and loyalty. Pam's approach fosters client success as well as high retention rates.

INDUSTRY EXPERIENCE

Manufacturing
Consumer Products
Food & Beverage
Retail

Professional Services
Entertainment
E-Business, E-Commerce, Marketplace,
Digital

EDUCATION

BA, Marketing, Communication Arts
Iowa State University

EXPERIENCE

Vice President of Marketing & E-Commerce
Behrens Manufacturing

Vice President Marketing
Tastefully Simple

Department 56 | Gund | Enesco Vice
President Marketing & E-Commerce
Enesco LLC

Vice President Retail Marketing
Sleep Number

STRENGTHS

Leadership
Strategy
Communications
Critical Thinking
Creative Strategist
Activator



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