

## Contact

[www.linkedin.com/in/michele-peterson-8780b26](https://www.linkedin.com/in/michele-peterson-8780b26) (LinkedIn)

## Top Skills

Client Services  
Digital Transformation  
Product Launch Planning

## Languages

English

## Honors-Awards

Net Promotor Score- Client Service  
Audi of America Performance  
Excellence Award Receptient

## Publications

AutoRetailNet  
Panelist on CBT News - Diversity in  
Leadership in Auto  
Automotive News

# Michele Peterson

Senior VP/Managing Director @ Epsilon | P&L Management  
Detroit Metropolitan Area

## Summary

I am a Senior Vice President and Managing Director of Strategic Growth Initiatives at Epsilon, a global leader in data-driven marketing and customer experience solutions. I have a proven track record of delivering innovative and impactful strategies, solutions, and results for some of the world's most recognized brands.

My core competencies include B2B and B2C P&L management, data analytics, digital transformation, content personalization, marketing technology solutions, AI/Generative AI, and product development. I am passionate about curating solutions that expand our brand partnerships, providing guidance to our sales teams, and leading the future of marketing. I am also a resourceful and results-driven leader who empowers and inspires high-performing teams, cultivates professional relationships, and executes company procedures with excellence.

---

## Experience

### Epsilon

Senior Vice President/Managing Director, Strategic Growth Initiatives  
April 2022 - Present (2 years 3 months)  
Detroit Metropolitan Area

Epsilon is a global data-driven advertising and marketing technology company positioned at the center of Publicis Groupe. A connector of advertisers and consumers driving performance. Focused on curating solutions to expand our partnerships with our automotive clients. Providing guidance to our sales teams to meet and exceed their revenue targets. Future solution leader: crafting marketing recommendations that are innovative and deliver retention and sales growth.

Brands supported: Ford, GM, Stellantis, Nissan, Volvo, BMW, Kia, Hyundai, Mercedes, Lucid Motors

- Established operations guide/rules of engagement for cross department sales pitches increasing productivity and efficiency by 30%
- Lead successful strategy and sales pitch to Stellantis (annual revenue 2.5 million)
- Led strategy and proposal to Lucid Motors (annual revenue \$500K)

## **Ansira**

### **Senior Vice President, Client Partnership**

July 2017 - April 2022 (4 years 10 months)

Detroit Metropolitan Area

A private equity owned global marketing technology and services firm that empowers companies with digital marketing and channel partner marketing technology.

Brands supported: Benjamin Moore, Rolex, American Family Insurance, Auto Owners Insurance, The Hartford, The North Face, Schneider Electric, Bridgestone, Hunter Douglas, Seiko, ERA Brokers, Ferrari, Jaguar Land Rover, Ford, GM, Stellantis, Nissan, Volvo, BMW

- Guided a team (25+) to meet/exceed revenue and quality targets
- Managed P&L responsibilities
- Consulted with brands to boost customer loyalty by 5% YOY through targeted online campaigns
- Provided "protect and defend" market share strategies resulting in stabilizing brand loyalty
- Boosted customer engagement by an average of 10% through content personalization using marketing technology tools
- Consulted with brands to pivot their marketing spend and messaging to address consumer behavior changes during the pandemic
- Produced solid client NPS (net promoter score) results

## **NITS Solutions**

### **Vice President Operations**

January 2015 - July 2017 (2 years 7 months)

Novi, MI

A privately owned start up focused on big data processing, consulting, and analytics.

Brands supported: VW, Audi, Volvo

- New business development lead: secured 10% company sales growth YoY
- Revamped existing performance reporting as well as client KPIs and predictive analytics approach
- Created strategic plan for a lead generation/"check in" mobile app to drive engagement and sales
- Established strategic objectives and criteria, along with utilizing large data sets to identify trends, successes, and performance issues

## Urban Science

5 years 8 months

### Global Practice Director, Customer Marketing Solutions

July 2011 - January 2015 (3 years 7 months)

Urban Science, Global Practice Director

Global brands supported: VW, Audi, GM, Ford, Toyota, Nissan, Volvo, BMW, Subaru, Mercedes, Hyundai, Mazda, Honda

- Generated \$30M+ annual revenue
- Global product development and marketing leader for all online shopping tools
- Annually secured 12 million online leads with an average close rate of 20%
- Developed and implemented a software licensing fee model to increase company revenue
- Created data model to purchase, customer lifetime value, lower funnel web analytics and to predict sales that produced incremental sales growth
- Explored key partnerships globally to expand short- and long-term product capabilities
- Developed data integration processes and predictive models. Accurately forecasted month end sales.
- Created an incentive model to deliver variable private offers based on customer behavior and lifestyle attributes
- Program results delivered +10% lift in CSI scores and an average of 3% lift in sales volume

## Senior Manager

June 2009 - June 2011 (2 years 1 month)

Nashville, TN

Global brands supported: Nissan Infiniti

- Launched a CRM platform standardizing data to accurately benchmark performance
- Contributed to increased brand sales volume by 15% via online lead generation
- Led customer shopping tool integration, internet lead delivery, and performance reporting
- Consulted on customer journey development for their first electric vehicle

## Senior Manager

July 2009 - May 2011 (1 year 11 months)

- Led the development and launch of a comprehensive CRM platform
- Increased dealership sales volume by 15% (internet lead close rate)
- Led customer shopping tool integration, internet lead delivery and lead performance reporting
- Dealership CRM tool integration-standardized approach to data integration to accurately benchmark dealership performance
- EV launch- developed the customer journey roadmap for the all- electric Leaf
- Identified new revenue opportunities via strategic partnerships with customer data mining companies

Additional Experience:

- The Designory Inc: Account Director
- Ford Motor Company: Marketing and Sales: Special Projects Manager
- Ford Motor Company: Global Marketing: ConsumerTrac Manager
- Ford Motor Company: Global Marketing: Owner Services Manager
- Percepta: Customer Insights Manager
- Lincoln: Marketing and Sales: Vehicle Telematics Manager

---

## Education

University of Minnesota

B.S, Psychology · (1994)

University of Phoenix

Master of Business Administration (M.B.A.)

**Publicis Groupe**

Black Talent Career Development – Senior Career Journey · (July  
2022 - December 2022)