

## Contact

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## Top Skills

General Management  
Sales  
Marketing

# Kate P.

Head of B2B and Partnerships at Zipcar  
Boston, Massachusetts, United States

## Summary

Growth Marketing leader.

- Proven expert at transforming brands and segments to generate profitable growth. Consistently deliver acquisition and engagement targets leveraging the full business mix including inbound and outbound lead generation, conversion tools
- Demonstrated ability to create and convert demand from prospect to high value partner.
- Adept at translating ideas into actionable go-to-market plans, developing scalable processes and performance measurement mechanisms.
- Experienced business segment leader obsessed about the customer experience with the know how to guide business plans that are unique, strategic and integrated for a seamless and memorable customer journey.
- Agile, growth hack mentality, able to effectively lead a team to deliver short-term targets while staying on strategy. Extensive P&L and budget experience and ownership.
- Passionate about building and developing talented, results-oriented marketing teams and forging strong cross-functional partnerships.
- Seasoned leader dedicated to coaching and mentoring the next generation of marketing leaders.
- Global experience including North America, Asia, EMEA and Latin America.

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## Experience

### Zipcar

Head of B2B and Partnerships  
January 2022 - Present (3 years 7 months)  
Boston, Massachusetts, United States

Head of B2B segments and Partnerships including Zipcar for Business, Zipcar for Government, Zipcar University, SMB and Strategic Partnerships

**Pixie Mood**

**Head of Marketing**

April 2021 - December 2021 (9 months)

Toronto, Ontario, Canada

Head of marketing and growth for privately held, sustainable handbag and accessory company.

Set and led implementation of plan to build brand awareness and demand. Guided brand relaunch and website updates. Updated ESP and launched integrated email marketing. Accelerated referral initiative and launched content marketing. Partnered with sales and operations to establish wholesale marketing and communications.

**Openbay**

**Head Of Marketing**

September 2018 - April 2021 (2 years 8 months)

Cambridge, MA

Openbay is an online marketplace for auto repair.

Led demand generation and brand development to create business and brand growth. Developed and executed strategic marketing plans to acquire and retain marketplace consumers and SaaS customers. Guide digital, retention and content marketing for B2C and B2B. Implemented strategic partnerships. Manage brand communications, partner activation, and PR.

**ofo**

**Director of Marketing**

March 2018 - August 2018 (6 months)

Boston, MA

Ofo is a global bicycle sharing company.

Launched and led new Field Marketing department to acquire and retain local riders. Set strategy to create local city and campus demand in existing and new markets. Led team to establish local partnership network focusing on residential properties, hotels, small businesses, and events.

**Zipcar**

**Director of Integrated Marketing**

January 2014 - March 2018 (4 years 3 months)

Boston, MA

Zipcar is the world's leading car sharing brand.

Established then led the Integrated Marketing function to grow brand in North America. Led Brand Marketing strategy, planning and go-to-market activation.

Led University and Zipcar for Business segments. Repositioned Zipcar for Business segment to generate profitable acquisition and revenue growth. Created University member growth on over 500 campuses with a refreshed approach tailored to Gen Z students. Led implementation of strategic multi-year OEM partnership.

Transformed North America field marketing organization from local Brand Ambassador to strategic Community Manager function.

**The Rockport Company**  
Director of Global Retail Environments  
2005 - 2013 (8 years)  
Canton, MA

Owned by the adidas group  
Global Retail Environments  
Global Retail and Trade Marketing  
US Trade Marketing

**Timberland**  
Marketing Director  
2001 - 2005 (4 years)  
Stratham, NH

Consumer Direct Marketing (Timberland Retail and eCommerce)  
US Wholesale Marketing  
The Community Builders Tour - local CSR

**Sara Lee Branded Apparel**  
Marketing Director  
1994 - 2001 (7 years)  
Stamford, CT

Product Development Operations  
Marketing Director, Senior Manager, Manager for Playtex Intimate Apparel  
Brands

**Johnson & Johnson**

**Product Director**  
1992 - 1994 (2 years)  
Milltown, NJ

Product Director, Assistant Product Director, Personal Products Corporation

**Nestle S.A.**  
**Assistant Marketing Manager**  
1989 - 1991 (2 years)  
White Plains, NY

Territory Manager, Seattle WA  
Assistant Marketing Manager, Marketing Assistant, Confections

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## Education

**Brown University**  
Bachelor's degree, English Language and Literature, General