

Executive Value Proposition Brief

Travis Wools – Chief Marketing Officer Candidate

Driving Growth, Brand Differentiation & Client Engagement in Professional Services

Executive Profile

Strategic marketing and communications leader with 25+ years of experience guiding Fortune 500 and multibillion-dollar organizations across regulated industries. Proven ability to lead marketing through mergers, rebranding, and business development transformations—skills directly relevant to today's law firm environment. Known for building high-performing teams, integrating digital and traditional marketing, and positioning organizations as industry leaders.

Value Pillars for UB Greensfelder LLP

1. Strategic Growth & Market Positioning

- Transformed Protective Life's marketing into a growth engine, driving 200% lead generation growth while cutting acquisition costs by 50%.
- Expertise in competitive analysis and market trend identification, ensuring firms remain ahead of peers in Chambers and Benchmark rankings.

2. Client Engagement & Business Development Enablement

- Partnered with distribution, product, and executive leaders to strengthen client acquisition and retention strategies.
- Designed multi-channel client retention and cross-sell programs, a direct parallel to law firm practice-group marketing needs.

3. Brand Leadership & Thought Capital

- Spearheaded enterprise-wide rebranding initiatives under budget and within tight timeframes.
- Frequent spokesperson and ghostwriter for trade publications, with experience building thought leadership platforms (blogs, webinars, whitepapers).

Relevant Highlights

- **M&A Experience:** Supported multiple acquisitions and integrations, aligning branding and marketing during periods of organizational change.
- **Digital Transformation:** Led SEO, SEM, content marketing, and social media strategies that boosted brand recall by 12% and qualified leads by 82%.
- **Team Leadership:** Mentored mid-career professionals with 80% receiving promotions within seven years.
- **Cross-Industry Perspective:** Success spanning insurance, automotive, medical, technology, and distribution—translatable to law firm practice group diversity.

Alignment with UB Greensfelder

- **Post-Merger Growth:** Marketing leadership experience during acquisitions ensures smooth brand unification after the Ulmer & Berne and Greensfelder merger.
- **Client-First Culture:** People-focused leadership mirrors UB Greensfelder's "Our Business Begins With You®" philosophy.
- **Super-Regional Presence:** Proven ability to scale marketing strategies from local markets to national reach.

Contact: twools@gmail.com | (314) 616-3706 | [linkedin.com/in/traviswools](https://www.linkedin.com/in/traviswools)