

**HEYMANN PERFORMING ARTS
CENTER AND FLEM F BOUSTANY
CONVENTION CENTER BOARD**

RESUME LIST:

Randazzo, Cindy

no incumbent submission

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October 10, 2022

**RE: Application for vacant seat on the
Heymann Performing Arts Center & Frem F. Boustany Convention Center Board**

From: Cindy Randazzo

Retired Chief Strategy Officer

City of Lafayette resident and registered voter of City Council District 3

Please consider my executive corporate experience providing business and marketing consulting. Fortune 500 companies have trusted me to develop successful multi-year, multi-million growth plans. My planning methodology is grounded in immersing myself in the analyses of my client's customers, prospects and markets. Using actionable data insights as my plan foundation, I emphasized achievable short-term objectives to gain stakeholder confidence and bolster their commitment to weather the more challenging 2-3 years initiatives to achieve desired business growth.

As critical as my clients trusting me to create complex, multi-year plans was their confidence in my ability to "right the ship" when the inevitable roadblocks and challenges to success presented themselves. As we embark on the building of a new Performing Arts and Convention Center, there will be many twists and turns. As a retired Chief Strategy Officer, I am confident that my expertise from ideation to execution will be valuable. A complex, multi-year project must have clearly defined outcomes and measurements of success. Success will also be dependent on collaboration and a commitment to the ultimate mission of the new center. As we construct a new center, we will have the opportunity to expand and enhance the "brand" of Lafayette. I learned branding from one of the best – the Walt Disney Company. Further, I learned the value of synergy across the breadth of the Disney organization that effectively multiplied market awareness and branding initiatives. Similarly, it is critical to promote synergy across the key stakeholders of the new Performing Arts and Convention Center. This is our golden opportunity for Lafayette to become a highly desirable multi-use facility for bigger, more acclaimed cultural events AND larger, higher revenue-generating conventions.

I will bring my passion as a patron of the arts and my executive experience and expertise to the exciting endeavor of constructing and promoting a new Performing Arts and Convention Center – a project spanning strategy, project management, fundraising, and marketing. Therefore, I respectfully request your vote to appoint me to the Heymann Performing Arts Center and Frem F. Boustany Convention Center Board.

Best regards,

Cindy Randazzo

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630-881-3599

Registered Voter of City Council District 3

Executive Profile

As a retired Chief Strategy Officer, I have provided business and marketing consulting to Fortune 500 companies. I have developed multi-year growth strategies based on customer and market analytical insights. I have managed teams on three continents.

Skills and Areas of Expertise

- Leadership
- Visioning
- Realizing *Return on Marketing* investment
- Communications and public speaking
- Business intelligence
- Marketing expertise spanning disciplines and media

Retired Chief Strategy Officer

SourceLink, Greater Chicago Area

February 2014 – April 2019

- Led strategic marketing engagements to develop multi-year growth plans for Fortune 500 companies.
- Emphasized the imperative of a single version of “customer truth” for coordinated, branded messaging and offers across customer interactions.
- Advocated analytical methodologies to gather business intelligence for informed marketing and product development.
- Developed testing strategies and results metrics for continued improvements.
- Designed reporting suites for executive, regional and local decisioning as well as granular reporting for the marketing team.

Vice President, Strategy & Insight

February 2013 – February 2014

- Led the development of data-driven marketing strategies for trigger marketing, customer engagement and loyalty programs.
- Collaborated with analysts to develop performance metrics and reporting packages.

Vice President, Strategic Client Relationships

January 2010 – February 2013

- Led consulting engagements to monetize the client’s customer and prospect marketing database into a corporate asset.
- Promoted the principle that marketing databases are not simply charged to provide customer intelligence for effective marketing, but also the basis of business intelligence in support of market expansion, product development and omni-channel customer/prospect engagement.

Vice President, Marketing

January 2006 – December 2009

- Conceived and executed an enterprise branding strategy with emphasis on alignment of sales and marketing to increase company revenues.
- Led branding, marketing, product development, vertical market strategies and lead generation.

Principal

groupQ, Greater Chicago Area

January 2004 – December 2005

- Led the Executive CentricSM practice focused on creating, planning and implementing executive engagement strategies in support of a client organization's growth strategies.
- Provided consultative services including targeting criteria and audience analysis; messaging and market positioning; reach and interest tactics (direct marketing, partner marketing, thought leadership); hosted and sponsored events (event branding, content and speaker strategy, location criteria, funding strategy, communications); and sales support centers of excellence.

Vice President, Marketing

Acxiom, Greater Chicago Area

February 1996 – October 2003

- Led the six-months post-Acxiom/May & Speh merger transition marketing plan.
- Conceived and led a multi-faceted CRM strategy to elevate Acxiom's client relationships from mid-level management to executive relationships to achieve increased multi-year, multi-million dollar contracted relationships.
- Led Acxiom's global rebranding including advertising, direct marketing, hosted executive centric events and sales support centers of excellence.
- Managed global marketing teams on three continents.

Vice President, Marketing

May & Speh, Greater Chicago Area

February 1996 – May 1998

- Conceived and executed a national branding strategy and plan to successfully position an IPO, improve market share, launch new products and increase shareholder value.
- Expanded executive responsibilities included investor relations.
- Grew revenues by 43% in coordination with the executive team, successfully launched two new products and integrated two acquisitions. The culmination of this rapid growth and market positioning was the merger with Acxiom resulting in a billion-dollar, top 5 international marketing services company.

Director of Marketing**Harte-Hanks Direct Marketing, Cincinnati, Ohio**

1989 – January 1996

- Assessed corporate assets across six lines of business to create a variety of integrated direct marketing services. For each service, I developed a training program for sales. More importantly, I became an integral member of new business pursuit for integrated direct marketing services. We successfully elevated sales from project work to profitable multimillion dollar contracts.
- Developed short- and long-term database marketing strategies. Short-term strategies focused on data capture to fuel the customer database, while long-term strategies focused on monetizing the database.

Area Marketing Manager**The Disney Channel of the Walt Disney Company, Dallas, TX**

1986 – 1989

- Developed and market tested a Disney Channel repositioning strategy to address declining subscriptions.
- Increased and sustained Disney subscriptions in the test markets by nearly 100%.
- Recognized as Disney's Excellence in Marketing.

Education

University of Louisiana, Lafayette, LA

BA, Communications

Louisiana Affiliations

Friend of Moncus Park

Women of Wisdom

Avec Souci