

CATHERINE S. MARQUETTE MBA

catherine@catherinesmarquette.com | 202-422-7701 mobile | New York, NY | Washington, D.C.

www.catherinesmarquette.com | www.linkedin.com/in/catherinemarquette

Critical Thinker. Entrepreneurial Spirit. Change Agent.

Specializing in strategic planning, marketing partnerships, brand building, business development.

WORK EXPERIENCE

August 2008 – Present

New York, NY | Washington, D.C.

FOUNDER & INSTRUCTOR

CSM Yoga

Lead alignment-based flow, restorative and hatha + meditation group classes at YogaWorks NYC. Teach private lessons.

July 2014 – April 2016

New York, NY

BUSINESS DEVELOPMENT & STRATEGIC PARTNERSHIPS DIRECTOR

New York Road Runners

Sold marketing partnerships for world's largest marathon including ten-year, multi-million dollar, year-round, fully integrated deal with New Balance. Integrated analytics into department operations through creation of marketing solutions function – housing platform development, asset architecture, inventory valuation and ROI/ROO metrics. Brought to life portfolio of partnerships including naming rights partner (Tata Consultancy Services). Managed team of seven.

April 2011 – July 2014

Flushing, NY

SENIOR CORPORATE PARTNERSHIPS DIRECTOR

New York Mets

Oversaw overall partnership marketing efforts for 110+ accounts, totaling annual revenue in mid-eight figures. Developed yearly strategic plans – renewal strategy and timeline, integrated marketing/experiential programming and overall activation calendar – linking to Mets organizational priorities. Collaborated with naming rights partner (Citi) and other signature partners (Budweiser, Caesars, Delta, GEICO, Pepsi, Verizon and Xerox) on fan engagement strategies. Created new sponsor touch points including B2B networking series and partner summit. Designed and implemented first-ever CRM system, training more than 20+ Mets and SNY sales staff on usage. Managed team of five.

May 2010 – April 2011

Boston, MA

GLOBAL CAUSE MARKETING MANAGER

New Balance

Oversaw cause partnerships with Susan G. Komen and Girls on the Run. Evaluated new partnership proposals against organizational marketing priorities. Led all aspects of sponsorship execution – at retail, online and onsite. Developed supporting marketing and communications plans. Managed Komen Lace Up for the Cure footwear and apparel collection. Analyzed market potential for similar GOTR collection. Managed MBA intern.

August 2008 – May 2010

Purchase, NY

ASSOCIATE SPORTS MARKETING MANAGER

PepsiCo

Oversaw Pepsi's brand executions across all baseball properties – MLB, MLBAM and sixteen clubs. Worked on both national and local programming targeting customers and consumers – food service, shopper marketing, online and onsite. Developed baseball-related strategy and ROI/ROO year in reviews. Co-developed comprehensive on-line ticket management system for 50,000+ contractual tickets for North American Beverages sponsorships. Served on Georgetown MBA recruiting team.

CATHERINE S. MARQUETTE MBA (cont.)

catherine@catherinesmarquette.com | 202-422-7701 mobile | New York, NY | Washington, D.C.
www.catherinesmarquette.com | www.linkedin.com/in/catherinemarquette

February 1999 – August 2006

Washington, D.C.

FOUNDER & EXECUTIVE DIRECTOR | COMMUNITY RELATIONS DIRECTOR

TICKET & CUSTOMER SERVICE ASSOCIATE

D.C. United & United for D.C.

Founded community relations department and team's separate 501(c)3 arm. Leveraged outreach functions to support new stadium efforts, brand building, ticket sales and overall fan development initiatives. Built supporting marketing strategy. Created D.C.'s first-ever after-school soccer program in Anacostia. Started team's employee volunteer program. Developed grassroots programming and fundraising events and oversaw player appearances and donations. Managed team of three. Began career selling season, group and individual game tickets and servicing season ticket holder accounts.

August 1997 – February 1999

Washington, D.C.

SENIOR CUSTOM RESEARCH ASSOCIATE

CUSTOM RESEARCH ASSOCIATE

CEB (Corporate Executive Board)

Managed and conducted multiple primary and secondary human resources-related research projects for *Fortune* 500 member corporations.

EDUCATION

August 2007 – June 2009

YOGA TEACHER 500 HR YOGA ALLIANCE CERTIFICATION

YogaWorks 300 HR Training

New York, NY

Boundless Yoga 200 HR Training

Washington, D.C.

August 2006 – May 2008

Washington, D.C.

MASTER IN BUSINESS ADMINISTRATION

Georgetown University, McDonough School of Business

Georgetown MBA Scholar | Graduated With Honors | Beta Gamma Sigma | National Scholars Honor Society

September 1993 – May 1997

Chapel Hill, NC

BACHELOR OF ARTS, ECONOMICS

BACHELOR OF ARTS, COMMUNICATIONS

University of North Carolina

Cross Country | Track & Field | Graduated With Distinction | Golden Key Honour Society | Phi Sigma Pi Honour Fraternity

SKILLS & ACHIEVEMENT

Philanthropy: America SCORES New York Board Member | 2010 – present

Membership: Women In Sports & Events (WISE) | Washington, D.C., Boston & New York City Chapters | 2000 – 2015

Academia: George Washington University Sports Philanthropy Adjunct Professor | 2012 – 2015

Awards: Major League Soccer Community Relations Executive of Year | 2003, 2005

Quality Award and *Best of Custom* for 360-Degree Performance Reviews Study | 1999

INTERESTS

Languages: English Native | Spanish Advanced Beginner

Acting: Improvisation | Voiceover

Travel: Everywhere! 2016 exploits thus far include Cape Cod, Vermont, Spain, Germany and The Bahamas