



BOTTOMLINE

M A R K E T I N G

Consulting Team Bios--Partial Listing

LYDIA COX

Summary

Lydia is a longtime digital and brand strategist with a passion for developing marketing strategies that drive meaningful customer interactions and enhance customer experience. Her role is to build customer loyalty and preference through a strategic content ecosystem that is personalized for specific customer segments. She works across media channels and consumer touchpoints to bring a digital marketing strategy to life through the creative, media and marketing messages.

Lydia has worked at global agencies like Grey, Arnold & JWT , on brands spanning across pharmaceuticals, technology, financial services, consumer packaged goods and B2B, including Merck, Qualcomm, CenturyLink & CenturyLink Business, T. Rowe Price, Fidelity, Staples and The National Association of Realtors.

Education and Other Professional Activities

BS *University of Delaware*, Political Science & Diplomacy, Minors in French and Anthropology

- Adjunct Professor of Digital Marketing at *Boston University*
- Lecturer at *Bowdoin College*, the AdClub Boston and General Assembly

PARMELEE EASTMAN

Summary

Parmelee has been conducting business research for 20 years, working with clients ranging from start-ups to Fortune 100 companies. She was the vice president of the global technology and communications practice at leading competitive intelligence firm Fuld & Company. Previously she worked at Digital Equipment (HP) and was responsible for revenue and gross margin for the largest Federal Government District in the US.

Her ability to navigate large organizations combined with her experience in sales, marketing, finance, and consulting helps her capture the strategy and tactics of competitors when performing benchmarking and pricing projects for clients. In her work in the technology industry, she has analyzed the changing role of the CX experience using competitive intelligence best practices.

Education and Other Professional Activities

MBA, *Harvard Business School*

BA Economics, *Wellesley College*

- Co-chair of the Mass chapter of the Strategic and Competitive Intelligence Professionals (SCIP)
- Speaker at the first CI conference in India
- Frequent presenter at Professional Pricing Society conferences
- Presented at the annual SCIP conferences on tactics for quick results



BOTTOMLINE MARKETING

JOAN SEAMSTER

Summary

Marketing executive with experience in a wide range of verticals, including financial services, technology, healthcare, biotechnology, education, social services and consumer products. Working for established brands like Levi Strauss International, Cadillac, JD Power and Disney, Joan has been able to apply those experiences to developing brands and entrepreneurial ventures like EMC, Sitara, and Zipcar.

She has advised well-known brands like Yankee Candle, Genentech, State Street, Genzyme, and GE on brand and product positioning as well as customer experience and customer journey insights.

Drawing from marketing, branding, research, competitive intelligence, advertising, sales, public relations and business development initiatives, she seeks to identify the right combination of marketing tools to build revenue and customer engagement in a manner consistent with a brand's heritage and value proposition.

Education and Other Professional Activities

BA, *University of Wisconsin, Madison*, Behavioral Political Science

- Additional coursework at UC Berkeley in Marketing and Political Theory
- Customer Insights and Account Planning from the UK MindMint Training Institute
- Coaching and performance training through *Boston University*
- Lecturer, *Tufts Gordon Institute M.S. in Innovation and Management: From Brand to Digital Marketing*

ROBERT STEINGART

Summary

C-level marketing and business development executive with diverse experience in launching and leading entrepreneurial software and hardware technology ventures, both in small and large companies. Strong track record in building new businesses, creating go-to-market strategies and creating customer value. Repeated successes in launching international businesses, turnaround scenarios and evolving new technologies into profitable product lines and services. Focus on driving revenue with the right products, customer experience, strategic partnerships, lead gen and retention. Marries research-based customer insights with competitive best practices to develop winning market formulas.

With previous experience in the technology industry for companies including Lotus Development (IBM), EMC (Dell), Digital Equipment (HP), and Kurzweil AI (Nuance) in their marketing, product development strategy and business development, he is currently advising technology companies on commercialization, revenue generation and customer retention.

Education and Other Professional Activities

MBA, *Harvard Business School*

B/MS *Massachusetts Institute of Technology*, Electrical Engineering and Computer Science

- Led the turnaround and company sale as president of a 70-person tech company
- Holder of issued technology patents