

# MARK H MIDDLEBROOK, MBA

Upland, CA 91784

310.694.1179

[mmiddleb@gmail.com](mailto:mmiddleb@gmail.com)

[LinkedIn](#)

## Senior Executive & Professor of Marketing

### *Influencing – Motivating – Planning*

SERVANT LEADERSHIP • REGULATORY REQUIREMENTS • ADVERTISING PROGRAMS • CONFERENCE PRESENTATIONS • MULTI-CHANNEL MARKETING • MEMBERSHIP GROWTH • BUDGETS & FORECASTING • PRODUCT PROMOTION • STRATEGIC PLANS • FORGING PARTNERSHIPS • SELLING • SPECIAL EVENTS • CUSTOMER SERVICE • CLIENT RELATIONSHIPS • COLLABORATION • PUBLIC RELATIONS • SELLING • ANALYTICS • DISSEMINATING INFORMATION • DIRECT MARKETING • B2B SALES • DIPLOMACY • CREATIVE WRITING • PERSONAL COMMUNICATION • SERVICE STANDARDS • KPI MONITORING • MARKET TRENDS • NEW BUSINESS OPPORTUNITIES

### Executive Value Offered

- ✓ **Servant Leadership** – leads by example through mentoring and influencing staff to reach higher
- ✓ **Client Relations** – brings strong background of creating and monitoring customer experience
- ✓ **Partnerships** – builds strong relationships with community and provide support
- ✓ **Marketing** – collaborates with multi-level stakeholders to define executable targets and exceed expectations
- ✓ **Mentoring** – believes that helping others attain a goal is paramount in all management positions

### Career Trajectory

|                                        |                                     |                |
|----------------------------------------|-------------------------------------|----------------|
| DIRECTOR OF OPERATIONS                 | HILLSIDE COMMUNITY CHURCH           | 2025 - PRESENT |
| ADJUNCT PROFESSOR                      | UNIVERSITY OF LAVERNE               | 2024 - PRESENT |
| SR. DIRECTOR MARKETING OPERATIONS      | ROBERT HALF INC.                    | 2022 - 2023    |
| ADJUNCT PROFESSOR                      | CAL POLY POMONA                     | 2022 - PRESENT |
| ADJUNCT PROFESSOR                      | TRINITY LAW SCHOOL                  | 2019 - PRESENT |
| VP OF MARKETING                        | FINANCIAL PARTNERS CREDIT UNION     | 2021 - 2022    |
| SVP, CHIEF MARKETING OFFICER           | ADELFI CREDIT UNION (FORMERLY ECCU) | 2018 - 2020    |
| ADJUNCT PROFESSOR, COLLEGE OF BUSINESS | CAL BAPTIST UNIVERSITY              | 2018 - 2019    |
| SVP, HEAD OF MARKETING TECHNOLOGY      | CITY NATIONAL BANK                  | 2017 - 2018    |
| SVP, INTERACTIVE MARKETING MANAGER     | CITY NATIONAL BANK                  | 2005 - 2017    |
| SVP, CUSTOMER EXPERIENCE MANAGER       | CITY NATIONAL BANK                  | 2008 - 2012    |
| VP, SENIOR CHANNEL MANAGER, ECOMMERCE  | CITY NATIONAL BANK                  | 2000 - 2005    |
| VP, PRODUCT MANAGER, ECOMMERCE         | CITY NATIONAL BANK                  | 1999 - 2000    |
| AVP, AOL CHANNEL MANAGER               | UNION BANK OF CALIFORNIA            | 1998 - 1999    |
| PRODUCT MANAGER, ONLINE SERVICES       | HOME SAVINGS OF AMERICA             | 1996 - 1998    |

## Academic Experience

### UNIVERSITY OF LA VERNE

La Verne, CA • 04/2024 – Present

#### ADJUNCT FACULTY

I serve as an adjunct professor, teaching Digital Marketing courses to graduate and undergraduate students. I deliver all courses in person during the evenings in both Fall and Spring semesters.

### CAL POLY POMONA

Pomona, CA • 08/2022 – Present

#### ADJUNCT FACULTY

I serve as an adjunct professor, teaching Digital and Mobile Marketing course to graduate and undergraduate students. I deliver all courses in person during the evenings in both Fall and Spring semesters.

### TRINITY LAW SCHOOL

Santa Ana, CA • 05/2019 – Present

#### ADJUNCT FACULTY

I serve as an adjunct professor, teaching Strategic Planning for Nonprofits and Business Organizations to graduate and undergraduate students. I deliver all courses online through zoom while using discussion boards to interact with students throughout the 6-8 week summer sessions.

### CALIFORNIA BAPTIST UNIVERSITY

Riverside, CA • 01/2018 – 05/2019

#### ADJUNCT FACULTY

I served as a part-time adjunct professor teaching Social Media & Content Marketing (MKT 363) - using Blackboard. During the spring semester ten-week sessions I taught once a week from 6-9 pm on the main campus. I developed all course materials, syllabus and chose the course text. During my second time teaching the course I participated in the documentation exercise as the university applied for its WASC accreditation. I received high marks from student surveys.

## Professional Experience

## HILLSIDE COMMUNITY CHURCH

Rancho Cucamonga, CA • 01/2025 – Present

### DIRECTOR OF OPERATIONS

Report directly to the Executive Director of Operations. Responsible for church safety, facilities, technology, communications, events, and hospitality. Serve on both the church strategy and management committees (chair), helping develop and implement overall church strategy.

**KEY COMPETENCIES:** MENTORING, SERVANT LEADERSHIP, EMPLOYEE DEVELOPMENT, STRATEGIC PLANNING, CLIENT EXPERIENCE

*Lead the church staff to effectively reach and serve the church's demographic to accomplish its overall mission.*

- Establish and maintain a set of key performance measures that provide the Senior Pastor and church staff with ongoing visibility of the effectiveness of all functional areas of the church.
- Ensure that staffing, facilities, and programs are appropriately and effectively aligned to meet the best church's strategic goals while improving the guest experience.
- Ensure the church's operational readiness through leadership and oversight of the support staff performing duties in communications, IT/analytics, kitchen, coffee bar, events, and facilities management.
- Increase the church's visibility online to current and potential members.

## ROBERT HALF INC.

San Ramon, CA • 04/2022 – 08/2023

### SENIOR DIRECTOR OF MARKETING OPERATIONS

Report directly to the VP of Marketing Operations. Responsible for all Marketing and Corporate Communication project management through the leadership of the Marketing PMO. Enhance workforce processes to "make work easier" while increasing speed to deliver. Enforce project prioritization throughout the entire division. Serve as the division's coordinator of strategic planning for CMO and the leadership team.

**KEY COMPETENCIES:** PRODUCT/PROJECT MANAGEMENT, STRATEGIC PLANNING, CLIENT EXPERIENCE

*Free'd up over 300 hours a year for project managers by improving marketing operations*

- Led the team to develop a new project intake framework (using Smartsheet & JIRA) that increased speed and efficiency
- Introduced a new project prioritization process to allow less complex projects to be managed within teams and improve efficiency
- Implemented project leveling which help teams better understand what priorities are most important

**KEY COMPETENCIES:** MENTORING, STRATEGIC PLANNING, EMPLOYEE DEVELOPMENT

*Improved Marketing PMO GLINT satisfaction score to 89 (out of 100)*

- Rewrote the team career ladder matrix to clearly document career path options for current and future options.
- Improved team communication by helping implement message cascading tools among direct reports in order to ensure key information gets to all
- Developed more detailed individual development plans to help align with company and individual personal goals

**KEY COMPETENCIES:** PRODUCT/PROJECT MANAGEMENT, STRATEGIC PLANNING, CLIENT EXPERIENCE

*Improved project management satisfaction score to 4.1 (out of 5)*

- Implemented new project management standards and training to deliver a more consistent experience
- Equipped project managers with more tools and training to improve communication and escalation
- Made the project intake process easier by reducing the input process for requesters by 50%

**KEY COMPETENCIES:** STRATEGIC PLANNING, COLLABORATION, CROSS-FUNCTIONAL TEAMS

***Improved Marketing division GLINT satisfaction score to 90 (out of 100)***

- Established new annual planning program among senior leaders that created planning from the bottom up and tied to overall corporate plan
- Aligned all planned programs to both the division scorecard, annual budget and detailed project playbook
- Implemented a quarterly feedback process to communication progress towards goals and to celebrate successes to all staff
- Created new forum for ambassadors on each team to surface why satisfaction scores were low and provide recommendations to senior management

## FINANCIAL PARTNERS CREDIT UNION

Costa Mesa, CA • 01/2021 – 04/2022

### VICE PRESIDENT OF MARKETING

Report directly to CMO. Responsible for marketing strategy and execution. Drive all marketing campaigns and execution using a hybrid model of internal marketing resources and outsource resources including marketing agencies. Accountable to drive consumer loan and member growth as key focus while improving member retention and product utilization. Pivoting the organization to adopt a digital-first mentality and maturing marketing operations.

**KEY COMPETENCIES:** STRATEGIC PLANNING, INFLUENCING, MARKETING CAMPAIGNS, VENDOR RELATIONSHIPS

***Increased the use of omni-channel marketing to drive new business and increase member cross-sell***

- Increased membership from online channels by nearly 10% from previous year
- Increased credit card spend during campaign period by over 23% from previous year period
- Increased branch traffic and leads by 17% from online advertising spending
- Increased the adoption of pre-screens that supported achieving \$125 million in consumer loan funding

**KEY COMPETENCIES:** INFLUENCING, MARKETING OPERATIONS, STANDARDIZATION, DEFINING EXPECTATIONS

***Doubled total number of campaigns in market (DTC) with same number of staff***

- Designed agile marketing campaign implementation standards that increased output
- Implemented cross-training program to deepen bench strength and reduce risks
- Engaged staff through more detailed goal setting using IDPs

**KEY COMPETENCIES:** PRODUCT/PROJECT MANAGEMENT, STRATEGIC PLANNING, CLIENT EXPERIENCE

***Revitalized product development, supporting launch of new products and member experience improvements***

- Consolidated checking account products, resulting in little to no deposit or member loss
- Launched new First Step Savings product to help parents teach children good financial habits
- Developed new credit card limit approval acceptance online application that increase outstanding lines

## ADELFI CREDIT UNION (FORMERLY ECCU)

Brea, CA • 06/2018 – 08/2020

### SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER

Reported directly to the CEO. Directed, influenced, and mentored team of 25 with budget in excess of \$3M. Provided oversight for marketing, customer experience, product management, commercial and consumer sales, and call center. Accountable for all revenue streams, company brand, and digital experience.

**KEY COMPETENCIES:** PRODUCT DEVELOPMENT, STRATEGIC PLANNING, INFLUENCING, MARKETING CAMPAIGNS

***Increased consumer deposits by \$20M+ in 6 months***

- Implemented new product with rewards to entice new members to start primary banking relationships
- Engaged staff through training, goal setting, and market kick-off event
- Designed multi-channel marketing campaigns to reach broadest audience

**KEY COMPETENCIES:** COMMUNICATION, ANALYSIS, DEFINING EXPECTATIONS, INFLUENCING, EMOTIONAL INTELLIGENCE

***Reinvigorated staff morale, raising division employee Gallup satisfaction from 3.5 to 4.6 in 12 months***

- Analyzed past survey results to determine employee pain points and create plan
- Established top 10 division goals document to create buy-in, clarity, and transparency
- Developed clear individual development programs per department head and to achieve quarterly goals
- Disseminated progress, results, and individual awards at quarterly company wide meeting

**KEY COMPETENCIES:** [PRODUCT/PROJECT MANAGEMENT](#), [STRATEGIC PLANNING](#), [VENDOR RELATIONSHIPS](#)

***Revitalized product development, launching 14 new products (8 commercial, 6 consumer) in 12 months***

- Recruited, hired, and trained Junior Product Manager with goal to close 20-product gap within 2 years
- Applied agile sprint approach and partnered with vendors to increase speed
- Ensured product training and awareness was clear to all member-facing staff prior to launch

**KEY COMPETENCIES:** [CLIENT RETENTION](#), [SOP CREATION](#), [MEMBER NEEDS ASSESSMENT](#), [CUSTOMER EXPERIENCE](#)

***Improved Net Promoter Score consumer retention from 52 to 58, and commercial from 26 to 42***

- Instituted new SOP for call center reps to refer member account-closing requests to branch staff
- Initiated rigorous training for all staff regarding membership retention through listening and providing solutions
- Defined “Member Touch Frequency” procedure to enhance sales and marketing staff contact efforts

## **CITY NATIONAL BANK**

Los Angeles, CA • 09/2017 – 05/2018

### **SENIOR VICE PRESIDENT, HEAD OF MARKETING TECHNOLOGY**

Managed team of 12, mentoring 4 to promotion within one review cycle with capital budget of \$3M+. Mentored 3 direct reports through the bank's Mentorship Program. Reported to the Head of Digital. Assessed needs, evaluated technology, and created marketing technology road ensuring clear strategies and communication between IT and Marketing. Optimized multi-channel opportunities through websites while complying with operation infrastructure for digital products.

**KEY COMPETENCIES:** [DIGITAL CHANNEL MARKETING](#), [TIME MANAGEMENT](#), [AGILE TEAMS](#), [PARTNERSHIPS](#)

***Reduced new campaign launch preparation time from weeks to days by migrating 3 website platforms to Adobe***

- Coached fully staffed agile development team to analyze 3 current website platforms
- Partnered with Adobe to train development team on Adobe platform
- Completed user testing and design thinking process to enhance client experience

**KEY COMPETENCIES:** [STRATEGIC PLANNING](#), [THOUGHT LEADERSHIP](#), [FEEDBACK LOOPS](#), [CORPORATE GOALS](#)

***Spearheaded creation of new marketing division strategy and reorganization***

- Analyzed requirements, developed RFP, and selected highly capable consulting firm
- Directed project including key leader interviews to incorporate feedback
- Aligned corporate strategy and long-term goals into 5-year plan

**KEY COMPETENCIES:** [CUSTOMER EXPERIENCE](#), [MOBILE OPTIMIZATION](#), [PROBLEM SOLVING](#), [DIGITAL BUSINESS ACUMEN](#)

***Decreased mobile-user bounce rates by optimizing websites to enhance 50% of client UX***

- Established user testing and design strategy sessions
- Initialized new UX team to better apply user experience to all web development
- Incorporated responsive design to websites using updated Adobe platform

## SENIOR VICE PRESIDENT, INTERACTIVE MARKETING MANAGER

03/2005 – 08/2017

Guided 10 team members in efforts to integrate traditional marketing channels to TV, radio, direct, print, and special events aligning offline print and direct mail campaigns with digital. Reported directly to the CMO. Managed social media engagement, complaints, and social media sales training. Established contact marketing to leverage brand and media properties to drive leads.

**KEY COMPETENCIES:** CUSTOMER RETENTION, STRATEGIC THINKING, DIGITAL CHANNEL MANAGEMENT, LEAD GENERATION

### ***Advanced website lead effectiveness by integrating into CRM system***

- Researched ability to integrate web page with Salesforce marketing cloud
- Mapped cloud data to internal marketing data warehouse
- Automated customer follow-up and improved connectivity with sales staff by region

**KEY COMPETENCIES:** CAMPAIGN MANAGEMENT, VENDOR MANAGEMENT, CROSS-SELLING, SALES

### ***Increased existing client cross-sell by 10%, generating new revenue***

- Developed plan and partnered with 3<sup>rd</sup> party vendors to align goals
- Implemented strong brand asset management guidelines to ensure quality
- Coordinated all marketing campaigns to leverage lost leads

**KEY COMPETENCIES:** TIME & RESOURCE MANAGEMENT, STRATEGIC THINKING, MARKETING INNOVATION

### ***Amplified marketing campaigns by 300% with no additional personnel expenses***

- Standardized digital marketing brief to create repeatable process
- Upgraded campaign tracking and reporting dashboard
- Arranged ad retargeting with online media agency and digital ads

## SENIOR VICE PRESIDENT, CUSTOMER EXPERIENCE MANAGER

01/2008 – 10/2012

Established the bank's Customer Experience program which included a bank-wide cultural alignment initiative called "The City National Story." Implemented formal new client onboarding program for branch (first 90 days) and private bank (first 365 days) lines of business. Expanded client voice program through operational surveying to set benchmarks for NPS.

**KEY COMPETENCIES:** CROSS SELLING, CUSTOMER JOURNEY MANAGEMENT, P&L ACCOUNTABILITY, CUSTOMER SOLUTIONS

### ***Accelerated multi-product enrolment by introducing 90-day onboarding follow-up for cross selling***

- Mapped new client journey using Forrester Research's customer journey map process
- Developed timing and content for 5 stages in first 90 days of new client
- Automated all 5 messages in Salesforce Marketing Cloud to ensure reliability

**KEY COMPETENCIES:** TEAM BUILDING, CORPORATE CULTURE TRANSFORMATION, C-SUITE COLLABORATION

### ***Strengthened company culture across 3200 employees***

- Partnered with C-Suite to develop future company vision for program
- Mobilized manager cascading/meeting tools and corporate blog for employees to share experiences

- Authored new hire culture module for HR to implement during training

## Certifications

SCRUM ALLIANCE: (2015) **CERTIFIED SCRUM PRODUCT OWNER (CSPO)**

CORNELL UNIVERSITY: (2007) **CERTIFICATE – PROACTIVE LEADERSHIP**

MIT SLOAN: (2004) **CERTIFICATE – DEVELOPING AND MANAGING A SUCCESSFUL TECHNOLOGY PRODUCT STRATEGY**

## Education

UNIVERSITY OF LA VERNE, LAVERNE, CA (2000)

**MBA – INFORMATION TECHNOLOGY**

CALIFORNIA POLYTECHNIC UNIVERSITY, POMONA, CA (1995)

**B.S. BUSINESS ADMINISTRATION – MARKETING**