

# Marcia C. Steele Hoover

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## SUMMARY

- Executive level strategist with experience creating and implementing corporate business, brand and marketing communication strategies for the Fortune 500 as well as start-up enterprises
- Proven ability to analyze critical business objectives, identify risks and potential opportunities and develop innovative and cost-effective solutions that increase awareness, revenue/profit and market share
- Depth and breadth of experience in executive / internal marketing communication, portfolio management and delivery, change management, organizational design and LEAN/Six Sigma
- Energetic self-starter with motivational management style and talent for cultivating cross-functional teams in fast-paced matrix environments

## PERSONAL MANIFESTO

1. LEARN. I have an insatiable curiosity to understand the “why”
2. MOVE. I have a ridiculous amount of energy
3. STRIVE. I’m committed to doing my absolute best
4. ACHIEVE. I’ve been working since I was 10 years old
5. CHARACTER. My Alaska, New York and Irish roots define my personality
6. LISTEN. It’s a rare commodity
7. ENVISION. There’s no gadget more powerful than imagination
8. BREATHE. Fresh air and exercise lead to inspiration, innovation and ideas
9. LAUGH. And make others do the same
10. CONNECT. Trusted relationships form the core of good business

## THE WORK

### CHAMBERLAIN CONSULTING – Portland, OR

Mar 2006 – Present

*Owner, strategic consulting services*

#### Owner

Providing strategic counsel and business, brand and marketing communication advisory services. All services integrate change management, HR best practices, lean process and program management expertise and certification.

Certifications: PROSCI Change Management, PMI Project Management, LEAN Brown Belt

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### NIKE, Inc. – Beaverton, OR (Retired)

Dec 2009 – Oct 2021

*Leading designer, marketer and distributor of athletic footwear, apparel, equipment and accessories*

#### Director, Enterprise Communication

**Director Marketing Communication, Global Finance Strategy & Operations**

**Strategic Planner, Global DTC (Direct to Consumer) Retail**

**Director Marketing Communication, Transition Management Center of Excellence**

**Director Marketing Communication, Nike Operations, Technology and Supply Chain**

Leader and people manager across multiple functions with P&L responsibility focused on driving financial results through transformational, strategic business initiatives. Provide thought leadership, best practices and innovative marketing communication capabilities, strategies and resulting activations – resulting in compelling, relevant and consistent brand experiences for 75,000+ NIKE employees, investors, external vendors and factory partners.

Global Maxim Award nominations in 2010, 2011, 2012 – winner of Nike is a Brand, 2010

Finance & Strategy Maxim Award nomination in 2018, 2019

**YRG (YOUNG & ROEHR GROUP) – Portland, OR**

**Sept 2004 – Oct 2008**

*Global, integrated marketing communications agency providing strategic counsel, innovative branding, public relations, advertising and digital communications*

**Director, Strategy & Research**

Senior Account Planner, member of the leadership team and brand champion for voice of the consumer. Responsible for launch of Strategy discipline and corresponding operating/financial model focused on brand planning and messaging strategies that support B2B and B2C client portfolios. Generate meaningful, business-moving insights to inform strategic and creative direction for multi-channel marketing initiatives.

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**GARTNER, INC. – Portland, OR**

**Sept 1999 – Aug 2004**

*Global, publicly-traded organization providing technology-related insight through market research, management consulting, executive programs and events*

**Director / Industry Analyst, Associate Director, Senior Consultant**

Senior member of market and business strategy practice providing management consulting. Provide vision and leadership for team focused on go-to-market strategies including product, sales/distribution and brand marketing strategies, financial analysis, M&A portfolio valuation, risk mitigation and operating models. Multiple awards received: Practice Thought Leader and Bronze Award for Collaboration.

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**CENTURYLINK – Vancouver, WA**

**July 1997 – Sept 1999**

*National, publicly-traded provider of communications, high-speed Internet and entertainment services through broadband and fiber transport networks*

**Operations Analyst**

Manager responsible for facilitating development, licensing and implementation of \$200M technology platform. Act as team lead to drive organizational alignment for strategic business units located in 14 U.S. states. Partner with internal stakeholders to define and champion new operating model for Pacific Telecom acquisition.

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**PACIFIC TELECOM, INC. – Anchorage, AK**  
**Network Engineer/Marketing/Regulatory Affairs**

**Jun 1991 – July 1997**

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**ORGANIZATIONS**

Washington State University, Edward R. Murrow College of Communication

- Active Board Member, Murrow Professional Advisory Board
- Chair, Murrow First Mentoring Program

**EDUCATION**

Bachelor of Arts, Washington State University – Pullman, Washington

Double Major, Political Science and Communications: Edward R. Murrow School of Communications

Double Minor, French and History