

# JEFF KOLEBA

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Experienced marketing leader, P&L owner and team builder/educator with a track record of growing businesses across diverse industries. I combine empathy, data analytics and strategic planning to deeply understand consumer desires and build the teams, capabilities, metrics and marketing tools best for the job.

## Professional Experience

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2022-Present	<b>UNIVERSITY OF LOUISVILLE – College of Business</b> <b>Marketing Executive-in-Residence &amp; Instructor</b> <ul style="list-style-type: none"><li>Developing &amp; teaching courses in: Digital Marketing, Design Thinking, Multi-Cultural Marketing and Market Research &amp; Consumer Insights.</li></ul>	Louisville, KY
2021-2022	<b>BELLARMINE UNIVERSITY – W. Fielding Rubel School of Business</b> <b>Adjunct Professor of Marketing</b> <ul style="list-style-type: none"><li>Developed original courses teaching pragmatic marketing decision making in a modern world.</li></ul>	Louisville, KY
2013-2021	<b>CHURCHILL DOWNS RACETRACK / THE KENTUCKY DERBY</b> <b>Vice-President, Marketing &amp; Programming</b> <ul style="list-style-type: none"><li>Strategic Leadership: Structured, built &amp; led 14-person marketing and broadcast departments to set all-time Kentucky Derby Week attendance record &amp; achieve double-digit profitability CAGR.</li><li>Brand &amp; CRM Management: Designed content marketing and CRM activation plan; achieved social reach of more than 40MM unique users; doubled email and social media subscriber bases &amp; tripled conversion while ensuring CCPA/GDPR compliance.</li><li>UX &amp; Lead Generation: Redesigned the customer journey to purchase Kentucky Derby tickets; evolved SEO/SEM and web user experience to grow highest value leads by 100% in 6 months.</li><li>Integrated Marketing Communications: Aligned integrated communications strategy to profitability metrics, employing &amp; measuring a targeted mix of digital and traditional advertising, earned media and content marketing to grow 9 lines of business.</li><li>B2B: Consulted on B2B sponsorship pitches to fit brand assets to client needs; presented to client leadership &amp; helped to close multiple partnerships including Kentucky Derby presenting sponsor.</li><li>Innovation &amp; CX: Created new live event products to make racing relevant to new audiences and grow the week leading up to the Kentucky Derby. Grew attendance by 50-90% per event.</li><li>Operations &amp; Cost Management: Restructured in-house broadcast production department, vendor contracts &amp; capital plan to improve quality &amp; distribution while enabling 12% cost reduction.</li></ul>	Louisville, KY
2011-2013	<b>COLGATE-PALMOLIVE COMPANY</b> <b>Brand Manager, US Cleaning Products</b> <ul style="list-style-type: none"><li>Oversaw 3-brand portfolio &amp; led 2 Associate Brand Managers to achieve P&amp;L targets &amp; drive double digit net sales growth on unadvertised brands.</li><li>Crafted Limited Edition fragrance strategy for Fabuloso® to drive incremental growth. Led development of sales pitch &amp; achieved successful sell in at top accounts.</li></ul>	New York, NY
2009-2011	<b>Brand Manager / Associate Brand Manager, Oral Care Innovation</b> <ul style="list-style-type: none"><li>Led relaunch of Colgate® Max™ equity. Defined central consumer insight &amp; translated into agency briefs. Coordinated with global counterparts to craft design, media &amp; innovation strategy.</li><li>Developed &amp; launched Colgate® MaxClean™ toothpaste including: translating consumer insights into product design, creating package artwork and leading creation of TV &amp; online creative. Delivered 16% sales lift and winner of SHAPE magazine 2011 Beauty Award.</li></ul>	
2007-2009	<b>JOHNSON &amp; JOHNSON – CONSUMER PRODUCTS DIVISION</b> <b>Associate Brand Manager, K-Y® Brand</b> <ul style="list-style-type: none"><li>Led digital, e-commerce, PR, multicultural &amp; grocery class-of-trade components of K-Y® YOURS+MINE® product launch, resulting in over \$50MM in 1<sup>st</sup> year sales and ranking as one of the 10 most memorable new product launches of 2008 by Schneider Associates, Mintel &amp; IRI.</li><li>Collaborated with sales and supply chain teams to open distribution to 3 new classes of trade via targeted products and sales arrangements; captured \$2MM in 1<sup>st</sup> year incremental revenue.</li></ul>	Skillman, NJ
2006	<b>Marketing Intern, K-Y® Brand Innovation</b>	
2001-2005	<b>PRUDENTIAL FINANCIAL</b> <b>Actuarial Associate – Accelerated Leadership Development Program</b>	Newark, NJ

- Completed actuarial fellowship exams in Corporate Finance, Interest Theory and Statistics

## **Additional Advisory & Creative Experience**

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2016-2020	<b>KENTUCKY SHAKESPEARE (NON-PROFIT BOARD)</b>	Louisville, KY
	<ul style="list-style-type: none"> <li>• Executive committee member &amp; fundraising committee chair</li> <li>• Helped restore organization to financial stability &amp; achieve record summer season attendance</li> </ul>	
2000-Present	<b>IMPROVISATIONAL COMEDIAN</b>	Multiple Cities
	<ul style="list-style-type: none"> <li>• Creative performer exercising skills in collaboration, idea-chaining &amp; empathy on a weekly basis</li> <li>• Training: Magnet Theater, New York, NY; Upright Citizen's Brigade Theater, New York, NY; Without-a-Net Improvisational Comedy, Philadelphia, PA; Project Improv, Louisville, KY</li> </ul>	
Ongoing	<b>FEATURED SPEAKING ENGAGEMENTS</b>	Multiple Cities
	<ul style="list-style-type: none"> <li>• "Growing Relevance with New Audiences" - 2018 AMA Marketing Week Live</li> <li>• "SAMMY Award Case Study on Thurby" - 2018 National Sports Forum</li> <li>• "Incorporating Sponsored Content Authentically" - 2017 Sports Fan Engagement Conference</li> <li>• "Using Email Behavior to Validate Consumer Segmentation" - 2015 Marketing Sherpa Summit</li> </ul>	

## **Education**

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<b>NEW YORK UNIVERSITY - Leonard N. Stern School of Business</b>	New York, NY
Master of Business Administration specializing in Marketing & Strategy, May 2007	
<b>UNIVERSITY OF PENNSYLVANIA</b>	Philadelphia, PA
Bachelor of Arts in Economics & Psychology, May 2001	

## **Other**

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- "40 Under 40" Recipient – Louisville Business First, 2017
- Awarded a commission as a Kentucky Colonel
- World traveler to 6 continents & over 30 countries