

Rob Knowles

Senior Marketing Director

Strategic leader specializing in team management, creative thought leadership, professional development and operational efficiency with a demonstrated history of building high performing teams, excellent experiences and lasting, meaningful relationships. Strong compliance, risk management, business and relationship development professional with a focus on long-term growth strategies.

✉ rob.w.knowles@gmail.com

📍 Hilton Head Island, SC 29926

📷 [instagram.com/@robknowles](https://www.instagram.com/@robknowles)

📞 917-673-1073

🌐 [linkedin.com/in/rob-knowles-5b52346](https://www.linkedin.com/in/rob-knowles-5b52346)

WORK EXPERIENCE

Senior Director, Field Teams & Experiential Strategic Group

09/2017 – Present Hilton Head, SC & New York, NY
Luxury Marketing Firm focused on wine & spirits event activation

Achievements/Tasks

- Manage P&L for \$20MM luxury wine & spirits portfolio executing 15,000+ events per year
- Develop processes and protocols to improve efficiency and execution excellence standards for Field Team organization resulting in organic growth exceeding 10% YOY
- Lead CRM program development, creating process, budgets and liaising with multiple stakeholders to exceed program objectives by +17% for data captured and +12% for opt-ins
- Lead and manage athlete and celebrity partnerships and supporting activation with high-profile partners including Golden Boy Promotions, Dwayne Wade and Janelle Monae
- <https://vimeo.com/319532495> 📄

Contact: Andrew Aimone, VP Operations – 347-308-0231

Senior Director, Field Marketing BFG Marketing

03/2014 – 09/2017 Bluffton, SC & New York, NY
Full service independent marketing agency

Achievements/Tasks

- Managed P&L for \$14MM premium wine & spirits portfolio and over \$2MM P&L for various other clients in consumer electronics and consumer packaged goods
- Built and led a high-performing National Field Staffing Organization for Campari America that grew 400% over three years
- Created processes with back-office teams to drive efficiencies across multiple programs
- Developed program strategies, budgets and activation platforms against 10,000+ Sampling, Experiential and Mobile Tour events per year
- <https://www.youtube.com/watch?v=U06Tr84AmRY> 📄

Contact: Jason Vogt, SVP – 972-342-0409

SKILLS

Teamwork

CRM

Leadership

High Performing Teams

Time Management

Revenue Growth

Problem Solving

Coaching

Celebrity Marketing

Partner Marketing

AWARDS

Best Event Decor, Budget over \$50,000 (2012 – 2013)

Biz Bash Event Style Award

- Hendrick's Gin Voyages Into the Unusual at The Beekman NYC

Gold Award (2012 – 2012)

American Business Awards "The Stevies"

- Hendrick's Gin Voyage Into the Unusual event series

Best B2B Activation (2004 – 2004)

EMMA

- Smirnoff Tastemaker Sessions Awards: EMMA (Best B2B) & Silver EX Multi-Venue B2B; American Business Awards "Stevie" Gold award & Biz Bash Event Style Award, Best Event Décor, budget over \$50,000.00

Silver EX - Multi-Venue B2B (2004 – 2004)

Experiential Marketer Magazine

- Smirnoff Tastemaker Sessions

WORK EXPERIENCE





VP, Live Events Momentum Worldwide

03/2009 – 03/2014

Chicago, IL & New York, NY

Full service marketing agency. An Interpublic Group Company (IPG)

Achievements/Tasks

- Led strategy, program development and event execution for the William Grant & Sons premium spirits portfolio for the US & Canada
- Grew client retainer 300% from \$4MM to \$12MM over five year period
- Built and grew a high performing National Field Staffing team from 16 contract Field Managers to 54 Full Time and over 30 part-time Field Staff (2014) across 22 U.S. markets executing 6,000+ events per year
- Planned and Oversaw award winning and industry recognized experiential and mobile tour activation including Hendrick's Gin "Voyages Into the Unusual" experiential campaign, The Balvenie Rare Craft Road Show and supporting documentary, Glenfiddich's Cask of Dreams campaign and 125th Celebration at Liberty State Parks and the annual opening gala for Tales of the Cocktail
- https://www.youtube.com/watch?v=Mze_LbN9Oyg&t=60s 
- <https://www.youtube.com/watch?v=65S94dAeCV4> 
- <https://www.youtube.com/watch?v=5QxONL67Bgs> 
- <https://www.youtube.com/watch?v=lPalElxnB1Q> 

Contact: Kevin McNulty, Global CMO – 646-338-0860


Region Director US Concepts/MKTG

11/2003 – 02/2009

New York, NY & Chicago, IL

Full Service Integrated Marketing Agency

Achievements/Tasks

- Lead and manage Field Marketing & Experiential teams for nine markets on behalf of Diageo premium spirits portfolio with annual P&L management of +\$10MM
- National budget development, management and reporting for all Diageo-Guinness USA programming
- Oversaw systems and guidelines for budgeting, event management, training, compliance and reporting
- Primary Events & Compliance consultant to inter-agency teams during program development, providing commercial, trade and consumer insights
- Developed and led the Quality Ambassador "Train the Trainer" program for Smirnoff vodka in conjunction with Brand Team
- Personally executed Train-the-Trainer sessions to over 250 Distributor and Supplier Marketing-team partners
- <https://www.exhibitoronline.com/corpevent/article.asp?ID=849> 

Contact: Mike Price, National Director – 415-542-6627

EDUCATION

B.S. Applied Communication Appalachian State University