

# ROB A. SEIDE

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## ACCOMPLISHED MARKETING, BRANDING & CORPORATE COMMUNICATIONS PROFESSIONAL

Entrepreneurial, results-oriented marketing professional adept at strategically developing and tactically creating, managing, measuring and analyzing B2C and B2B marketing initiatives, resulting in bottom-line growth and organizational transformation. Experience developing corporate brand identity. Accomplished in leading integrated internal and external communications, executive communications, content creation and management, measuring effectiveness and cultivating professional relationships. Background in healthcare, financial services, medical devices, insurance, utilities, retail, non-profit associations, professional services, philanthropic and online services and products. Accustomed to highly matrixed, enterprise-sized organizations as well as start-up environments, having held several newly created positions in newly-formed departments; adept at building and managing diverse, high performing teams. Responsible for budget, P&L and stimulating on-going financial growth. Creates nationally award-winning, traditional, digital and social marketing, communications and sales materials. Self-directed worker who also manages and mentors teams, vendors and agencies.

## PROFESSIONAL EXPERIENCE

### Marketing Manager

#### **SAN FRANCISCO FEDERAL CREDIT UNION, San Francisco, CA; August 2018 – Present**

San Francisco Federal Credit Union is a \$1.2 billion financial services organization, serving 49,000 members at seven branches in San Francisco and San Mateo counties.

- Reporting to the President/CEO, lead team responsible for content creation for multi-channel marketing: social media, digital, web, print, broadcast, video, direct mail, PR and POS; Google paid and organic search; and email automation
- Create marketing and advertising campaigns for lead generation, member acquisition and a variety of financial products: credit cards, checking, personal and debt consolidation loans, auto loans, mortgages, HELOCs, CDs, etc.
  - Results of up to 238% increase in funded loan amounts
  - Over 140% increase in Facebook followers; 400% increase in engagement
  - Nearly 200% increase in Instagram followers; 2,800% increase in engagement
  - 180% increase in Google My Business reviews; 126% increase in LinkedIn followers
- Handle communications planning and marketing for major projects: new digital banking system, new core system and mergers with other credit unions
  - Responsible for rebranding new merged branches
- Create and oversee year-long series of events and promotions for 65<sup>th</sup> anniversary
- Lead Product & Pricing Group, comprised of senior leadership team

### National Director, Communications – Finance and Shared Services

#### **KAISER FOUNDATION HEALTH PLAN AND HOSPITALS, INC, Oakland, CA; March 2015 – September 2017**

Kaiser Permanente is an \$89 billion integrated managed care consortium with 40 medical centers and more than 670 medical office buildings nationwide. With more than 12 million members, 19,000 physicians and 200,000 employees, it is the largest managed care organization in the United States.

- Provided executive communications and change management support and counsel to CFO and senior-level executives by designing and delivering strategic communications plans and leadership messages to connect, inspire and engage
- Directed communications and change management team providing campaigns and tactical solutions for enterprise-wide initiatives and programs for finance and shared services executives
  - Ensured proper enterprise-wide stakeholder support and socialization of projects, including financial leadership for all Kaiser's regions and national business units
- Contributed to organizational business goals through implementation of programs and campaigns that educated and established consensus with key stakeholder groups, including national media and investors
  - Accountable for quarterly and year-end financial results reporting to internal and external audiences
  - Developed and maintained digital communications, including creating new online self-service toolkit; new interactive internal web portal and informational and educational videos and podcasts
    - Responsible for front-end development of new web portal, combining 80+ disparate websites into one; creating editorial calendar; and refining and developing new content
  - Produced Town Hall meetings for 3000+ people and monthly meetings for top KP leadership across the country
- Recruited and managed communications team and Community of Practice to serve national functions, including: Office of the CFO, Controller's Office, Treasury, Capital Planning, Actuarial, Financial Planning & Analysis, Revenue Cycle, and Shared Services including National Facilities Services, Pharmacy Operations and Procurement, Supply and Sourcing
- Served on National PR and Communications senior leadership team

**Manager, Marketing Communications and Global Branding****ABBOTT VASCULAR, Santa Clara, CA; September 2014 to February 2015 (Contract position)**

Abbott Vascular, a division of Abbott, is a global leader in cardiac and vascular care, producing cutting-edge devices for coronary artery disease, peripheral vascular disease, carotid artery disease and structural heart disease.

- Developed digital and print marketing and sales materials for new global product launches to support sales team
  - Partnered with cross functional teams to develop tools for physicians, hospital administrators, clinicians and patients
  - Tools included mobile advertising, infographics, demo kits, and iPad presentations
- Lead market research among KOLs, physicians/customers and sales team

**Senior Manager, Marketing Communications****NATUS MEDICAL INCORPORATED, San Carlos, CA; April 2013 to August 2013 (60+ jobs eliminated)**

Natus Medical is an international provider of medical devices, software and services for the Newborn Care, Neurology, Sleep, Hearing and Balance markets. Natus products are used world-wide in hospitals, clinics and laboratories in over 100 countries for the screening, detection, treatment, monitoring and tracking of common medical ailments.

- Managed development of U.S. and international sales and marketing collateral, websites and trade shows
  - Responsible for new product launch campaigns supporting sales team, featuring assorted print and digital collateral
  - Built and launched revamped sales website
  - Developed and maintained corporate brand and style guide
  - Managed and mentored geographically diverse team of professionals

**Regional Manager, Marketing and Communications****SUTTER HEALTH, San Francisco; 2004 to 2013****WEST BAY REGION, 2012 to 2013; CALIFORNIA PACIFIC MEDICAL CENTER (CPMC), 2004 to 2013**

Sutter Health's West Bay Region is an integrated healthcare delivery system serving five counties in Northern California. CPMC is a four-campus 1,254 bed, \$984 million medical center in San Francisco.

- Create B2B and B2C marketing, brand development and communications campaigns, employing strategic planning, market research/analytics and segmentation
  - Specialty service lines included cardiology, orthopedics, GYN, cancer, pulmonary medicine, robotic surgery, neurology and surgical education for medical device companies; Responsible for new product and service launches
  - Created content across various traditional, digital and social platforms including websites; email campaigns; multi-cultural/language print, direct mail, display and sales collateral; International webinars; events; and advertising – TV, radio, print, outdoor and digital
  - Developed and managed content and increased traffic on website and social media
    - Employed SEO and SEM tactics, resulting in 500% increase in Google ranking, nearly 400% increase in Internet traffic and 100% increase in You Tube views
  - ROI analysis of tactical initiatives showed 100+% net profit return on investment
- Developed and oversaw new, system-wide brand
  - Conducted market research to determine market equity and new brand positioning
  - Oversaw creation and implementation of brand infrastructure and identification system and developed \$4 million multi-media campaign across all marketing channels, including TV and radio; out of home, print advertising and publications; website, social and digital media; internal marketing and signage; and collateral architecture
- Responsible for physician and employee relations (St. Luke's Campus), including print and electronic newsletters, special events and creation of employee intranet
- Responsible for community outreach, educational events and health fairs
  - Produced e-newsletter and quarterly tri-lingual community magazine reaching 180,000 homes
- Handled local, national and international media relations, including crisis communications (St. Luke's Campus)

**ADDITIONAL RELEVANT EXPERIENCE**

**VP, Marketing & Communications:** PA Rural Electric Association/Allegheny Electric Cooperative, Inc, Harrisburg, PA.

**TV Producer/Anchor/Reporter/Talk Show Host:** WFMZ-TV; WLYH-TV (CBS), PA

**EDUCATION**

Bachelor of Arts Degree

MUHLENBERG COLLEGE, Allentown, PA

MAJOR: Marketing/Communications

**CAREER HIGHLIGHTS**

- Wrote and had published a series of humorous articles in *Instinct*, a monthly international lifestyle magazine and several articles for the national magazine group Specialty Publications
- 60+ Awards of Distinction from:
  - American Cancer Society
  - Association Trends
  - Communications Concepts
  - Cooperative Communicators Assoc.
  - Council of Rural Electric Communicators
  - Healthcare Marketing Report
  - Healthcare Today
  - Hermes Creative Awards
  - Hospital Association of PA
  - International Assoc. of Business Communicators
  - MarCom Awards
  - Marketing Healthcare Today
  - PA Society of Association Executives
  - Public Relations Society of America
  - Service Industry Advertising Awards
  - United Way
  - Women In Communications, Inc.