

# Robert M. Lewocz

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## Executive Profile

A seasoned Marketing Professional with significant experience of over 20 years. A proven track record of success in product marketing, strategic planning, digital integration, branding, new business development, cause marketing and relationship management. Demonstrated leadership skills with sound judgment in dealing with important and sensitive subject matter. An entrepreneurial spirit that motivates personnel and inspires partners. A strong retail B2C, B2B and C-Suite marketing practitioner with experience in all marketing disciplines. Global experience, including Canada, U.S.A. and Asia markets, working on some of the world's most recognized brands.

## Skill Highlights

- Big Picture Outlook
- Quick Minded
- Results Orientated
- Motivator
- Strong Leadership & Communication Skills
- Background in a Multitude of Categories
- New Product Delivery
- Client Account Management
- Process Improvement
- New Business Development
- Cross Divisional Influencer
- Willingness to Learn from Others
- Hands on Management
- Collaborator
- Relationship Builder
- Media Savvy
- Politically Astute
- Consensus Builder
- Strategic and Market Planning
- Multi-million dollar P&L Management
- Staff Development and Motivation
- Change Agent

## Core Accomplishments

### *Business Retention & Development:*

- Revived the BMW Canada relationship and laid the foundation for future growth. Influential in growing sales from 4,200 units/year to well over 28,000 units.
- Improved the Samsung Canada relationship from a score of 44% to 72% over two consecutive report cards, representing - the best overall improvement in the Global network.
- Spearheaded New Business Development with new client acquisitions including of Subway Restaurants Canada, Sears Whole Home, Bad Boy Furniture, BLG accounting for \$15 million annual gross revenue.

### *Strategy Development:*

- Developed new corporate marketing structure for Samsung Canada increasing department efficiency by 18%.
- Created the marketing strategy for IKEA North America "Small Space Living".

### *Digital Development:*

- Led the development of the Build-it-Yourself Digital platform including website development and the social media strategy.
- Created Galaxy Tab TV – a social media sharing platform for Samsung Galaxy Tablet users.
- Responsible for Samsung Canada's Olympic Sponsorship social media initiative – "Mobile Explorers" were asked to use their Samsung Smart Devices to capture meaningful 2010 Olympic moments for sharing and community discussion.
- Created Uncle Betty's Diner website and social media strategy.
- Developed the MuscleCare media strategy incorporating key influencers via social media.

### *Staff Development:*

- Mentored and coached employees resulting in a 15% increase in productivity.
- Enhanced organization culture through core values and employee engagement.

### *B2B Development:*

- Developed the Samsung Information Technology division "Samsung Gets IT" B2B platform.
- Led the Samsung Mobile Communications division Carrier marketing business – Rogers, Bell & Telus.
- Worked closely with Bell Mobile Communications in the creation of the Bell/Samsung Experience Store.

## Professional Experience

### Vice President, Marketing & Content

Caruk Media Group

Current  
Toronto, Ontario

Responsible for the Brand development and day-to-day marketing management of the Caruk Media Group of offerings. Including: Build it Yourself Learning Centers; Renovation Contractor Magazine/.ca; and the Renos for Heroes Foundation.

**Major Accomplishments** include the creation of the BiY Branding and Partnership proposal as well as the future focus of Renos for Heroes, which includes the re-training of Canadian Military personnel through construction skills training. Working closely with the City of Pembroke, Canadian Forces Base Petawawa, Economic Development Canada and Algonquin College, we have successfully forged a business partnership that will leave an indelible impression on many lives.

### Vice President, Managing Director

Cheil/Samsung Canada

03/2009 - 10/2011

Mississauga, Ontario

Accountable for the day-to-day marketing management of the Samsung Corporate Brand as well as the Mobile Communications, Consumer Electronics, Household Appliance and Information Technology divisions. Directed all internal Advertising Agency assets. Acted as Global network liaison, oversaw P&L and spearheaded New Business Development. Acted as chief strategic lead for Samsung Canada.

**Major Accomplishments** include the reorganization of the Samsung marketing group, the elevation of the Hankook Tire brand to tier 1 status and New Business development including Samsung Renewable Energy and Bad Boy Furniture (representing 35% of overall Agency billing).

### Vice President

Cundari Group of Companies

03/2002 – 03/2009

Toronto, Ontario

Support of the day-to-day management of the Agency as well as New Business lead. Agency lead for various Project Management teams and Senior Client Relations liaison. Integral member of the Cundari Thought Leadership team.

**Major Accomplishments** include the strengthening of the BMW business as well as the development of the first ever Canadian BMW short film. Responsible for the strategic alignment of the Borden Ladner Gervais LLP (BLG) brand and the 1000+ Subway Ontario Franchisee and RONA Home Improvement business wins.

### Vice President, Group Account Director

Korey Kay & Partners Advertising

02/2001 – 03/2002

New York, New York

Led the restructuring of resources and rebuilding relationships with the Agency client roster. Managed a team overseeing 12 clients while leading the new business initiative.

**Major Accomplishments** included the turn around of the coveted NYC MTA (Metro Transit Authority) Account.

### North American Advertising Director

IKEA North America

03/1999 – 02/2001

Plymouth Meeting, Pennsylvania

Responsible for the development, implementation and management of the company's North American advertising strategy/assets, both from an external messaging and in-store standpoint. Worked closely with the infamous Donny Deutsch, CEO of Deutsch Advertising.

**Major Accomplishments** included the development and Partnership with Absolut Vodka and the first ever life size furniture billboard in Times Square. Created the IKEA "Small Space Living" marketing strategy.

### Vice President, Group Account Director

Ammirati Puris Lintas Advertising

04/1997 – 04/1999

Toronto, Ontario

Responsible for the strategic leadership of the Sears Whole Home, Burger King Canada, Loblaws/President's Choice & Second Cup business.

An integral member of the new business retail team.

**Major Accomplishments** included the strategic development of the Sears Whole Home brand positioning as well as the successful integration of the newly acquired Burger King business.

### National Advertising Manager

Canadian Tire Corporation

04/1995 – 04/1997

Toronto, Ontario

Responsible for the strategic development and execution of the corporate advertising program. Complete management of the \$40 million TV, radio, national magazine and out-of-home advertising budget.

**Major accomplishments** included the introduction of a marketing planning model as well as the development of the

private-label strategy – the launch of PartSource and the relaunch of the Motomaster and Mastercraft brands.

### **Account Director**

09/1993 – 03/1995

Young & Rubicam Advertising

Toronto, Ontario

Responsible for the direction & supervision of the Toronto Ford & Mercury Dealer Advertising Association, Pirelli Tires and the Cadbury Beverage business.

**Major accomplishments** included the development of the award winning "Take a Look at us Toronto" Ford & Mercury Dealer campaign.

### **Account Supervisor**

07/1991 – 09/1993

MacLaren McCann Advertising

Toronto, Ontario

Responsible for the day-to-day management of the Chevrolet/Geo/Oldsmobile/Cadillac Dealer Marketing Association.

**Major accomplishments** included the development of the Cadillac Direct Marketing program.

### **Not-for-Profit Affiliations**

#### **Reach for the Rainbow**

Advisory Board Member

Toronto, Ontario

Since 1983, Reach for the Rainbow, a non-profit organization, has pioneered the integration of children and youth with disabilities into the mainstream of society through summer camp programs throughout Ontario.

Responsible for Brand development and the execution of the Ultimate Golf Challenge initiative.

#### **Thinkfirst Canada**

Marketing Advisor

Toronto, Ontario

Thinkfirst is a national non-profit organization dedicated to the prevention of brain and spinal cord injuries.

Responsible for the creation of all Brand messaging, Brand standards and Partner programs.

#### **The Design Exchange**

Executive Board Member

Toronto, Ontario

The Design Exchange (DX) is Canada's design centre and museum with a mission to promote the value of design. The DX is an internationally recognized non-profit educational organization committed to promoting greater awareness of design as well as the indispensable role it plays in fostering economic growth and cultural vitality.

Led the Marketing Committee in the development of the current Brand Identity and Mission Statement.

#### **Renos for Heroes**

Chief Marketing Officer

Toronto, Ontario

Renos for Heroes was founded in November 2009 by Toronto-based contractor Jim Caruk, the well-known host of HGTV's Real Renos and Handyman Superstar Challenge. Renos for Heroes, helps wounded soldiers make changes to their homes, minimizing the expense and reducing the stress.

Responsible for the creation of the Build it Yourself Learning Center based in Pembroke, Ontario with the goal of providing construction skills training to returning Canadian Military Troops.

### **Education**

Bachelor of Arts Honors Degree:

University of Toronto – Economics and Political Science

### **Professional Training**

- The Institute of Canadian Advertising - Canadian Advertising Agency Practitioner (CAAP) Designation
- Mirren New Business Training Center - Advanced Program Graduate
- Hyper Island - Master Class Graduate

### **Affiliations**

- Board Member – The Design Exchange, Canada's Design Museum

#### **References**

- Furnished upon request