

# Kenneth

## G. Dayley III

Global Omnichannel Consultant

An experienced global eCommerce marketer that helps companies expand their digital businesses with a proven history of building award-winning internationally-recognized affiliate programs. Service offerings include both a full program management to tailored program evaluation, support, strategy, execution, and optimization projects.



### Work Quick Facts

7  
\$198m  
21  
4,000+

MARKETING  
AWARDS

MARKETING  
REVENUE

COUNTRIES

PUBLISHER  
RELATIONSHIPS

### Work locations



### Expertise

DIGITAL MARKETING

INTERNATIONAL EXPANSION

OMNICHANNEL STRATEGY

BRAND CONSULTING

AFFILIATE MARKETING



### Experience

#### NEW BALANCE INC Digital Marketing Consultant

2014 - 2016

Built digital ecommerce marketing structure and benchmarks for New Balance EMEA expansion. Provided audit, strategy and program management for domestic affiliate marketing programs.

#### FINISH LINE INC Digital Business Development Manager

2012 - 2014

While migrating the marketing program from one network to another, was able to drive 23% Increase in Affiliate Marketing profitability while growing channel sales at a double-digit rate.

#### CROCS Global Digital Business Development Manager

2009 - 2011

Launched global affiliate marketing efforts in 22 countries and deployed in store m-commerce POS solution. High-Performance Employee chosen to be the only mentee to the CEO.



### Brands



### Reference

He is driven to succeed and understands that success comes from solid strategic planning, having the ability to make good business decisions in a timely manner and putting in a great deal of sweat equity to ensure initiatives are carried out to spec.

Andy Cantos, Principal – Gen3 Marketing



### Let's Chat

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