

589 Lone Oak Place
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JORGE VERDIN
HEAD OF MARKETING | CONSUMER BRAND GROWTH
DIGITAL & E-COMMERCE STRATEGY
linkedin.com/in/jorgeverdin

PROFILE

Marketing executive with 20+ years of experience leading consumer brand development, integrated marketing, digital strategy, and e-commerce growth. Proven ability to lead marketing teams, develop go-to-market strategies, and integrate advertising, digital channels, customer engagement, and strategic partnerships. Leadership experience spans global consumer brands, retail and e-commerce businesses, and mission-driven organizations.

CURRENT ROLE

QUIDELORTHO

Senior Manager, Corporate Communications & PR

OCT 2025 - PRESENT

- Lead enterprise-wide internal communications strategies that strengthen employee engagement, organizational alignment, and understanding of business priorities across a global healthcare organization.
- Partner with executive leadership and cross-functional stakeholders to develop executive messaging, employee communications, and change management initiatives that connect employees with corporate strategy, culture, and organizational objectives.
- Direct strategic messaging and content across enterprise communications channels, including the corporate intranet, leadership communications, global town halls, and employee engagement campaigns, ensuring consistent, timely, and effective communication across the organization.

SELECTED PROFESSIONAL EXPERIENCE

FATHER JOE'S VILLAGES

Senior Director of Marketing & Communications

SEPT 2022 - APRIL 2025

- Directed marketing, corporate and internal communications strategies to strengthen brand awareness, employee engagement, and donor relations, managing a \$1.5 million budget.
- Led omnichannel marketing and communications across digital advertising, social media, email, traditional media, executive messaging, and employee communications.
- Oversaw brand development, campaign strategy, and creative execution, ensuring consistent messaging and positioning while increasing donations from \$43M to \$65M.
- Managed internal creative teams, external agencies, and enterprise communications initiatives, including global town halls, intranet content, and organizational messaging.

UNDER ARMOUR EYEWEAR (EYEKING)

Division Director of Marketing

JAN 2005 - DEC 2014

- Led the launch and market development of Under Armour Eyewear, establishing the brand's presence in the competitive performance sunglasses category.
- Developed and executed integrated consumer marketing strategies spanning advertising, digital media, social platforms, retail merchandising, and point-of-purchase programs.
- Directed brand positioning, product marketing, and go-to-market initiatives supporting new product introductions and market expansion.
- Partnered with retail organizations (DICK'S, TSA) and business stakeholders to develop marketing programs supporting product visibility, consumer engagement, and sales objectives.
- Led creative teams and external agency relationships, overseeing advertising development, marketing collateral, retail displays, and promotional initiatives.
- Collaborated across marketing, sales, and business functions to align marketing execution with broader commercial priorities managing a marketing budget over \$2 million dollars.

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EARLIER CAREER HIGHLIGHTS

H3 SPORTGEAR (POP CULT)

Director of E-commerce & Marketing

DEC 2019 - AUG 2022

- Led e-commerce and marketing strategy for a consumer products business, integrating digital marketing, online merchandising, building a new division to over \$250,000 in sales.
- Directed digital marketing initiatives across search, social media, email, and online channels to strengthen product visibility and customer acquisition.
- Oversaw e-commerce marketing activities, including promotional strategy, product presentation, digital content, and customer engagement.
- Developed integrated marketing initiatives supporting product launches, seasonal promotions, and consumer engagement growing the instagram platform from zero to over 6,000 followers.

TIFOSI OPTICS

Director of Marketing & E-commerce

JAN 2015 - DEC 2019

- Directed marketing and e-commerce for a performance eyewear brand, growing retail sales to \$20 million and online revenue to \$1.5 million dollars.
- Developed integrated marketing strategies across digital advertising, social media, email, retail marketing, and brand communications managing a marketing budget of over a half million dollars.
- Led e-commerce marketing initiatives designed to improve product visibility, strengthen customer engagement, and support online sales highlighted by an ambassador program (100 members) which increased Tifosi advocates.
- Oversaw brand positioning, creative direction, and marketing content across consumer and retail channels.
- Coordinated marketing initiatives with retail and business partners to support product launches, promotional programs, and market development.

EDUCATION

Southwestern College – Area of Study: Marketing

Completed coursework in marketing fundamentals; combined with 20+ years of hands-on leadership in brand strategy, communications, and omnichannel marketing.

CORE LEADERSHIP & MARKETING EXPERTISE

Marketing Strategy & Leadership | Consumer Brand Development | Customer Acquisition | E-commerce Strategy | Digital Marketing | Omnichannel Advertising | Go-to-Market Strategy | Product Marketing | Strategic Partnerships | Retail Marketing | Email Marketing | Audience Engagement | Marketing Team Leadership | Agency Management | Cross-Functional Collaboration