

# Robert J. Godfrey

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## *Highlights*

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- Leading Marketing Professional with over 30 years of Consumer and B2B Marketing experience
- Experience on both the Consumer and Agency sides of the business
- Founded NIA Creative and grew it to become one of the largest and most respected Advertising, Marketing and Design Agencies in the Bay Area
- Developed the Eurocolor Corporation from start-up to mature and highly profitable Graphics Production House both in San Francisco and Santa Clara
- Launched and managed successful brands and provided strategic and marketing leadership for Heinz, Nestle, Nikon, Philips, Hitachi, Bechtel, Kaiser, Zeiss, NuGen, The Interpublic Group and others
- Senior Lecturer in Marketing and Economics at Brighton Polytechnic and Sussex University in the UK
- MA and PhD from Sussex University

## *Career Synopsis*

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### **Founder and President, The Godfrey Corporation, 2008 - present**

- Founded and developed international consulting firm providing a full range of strategic, marketing and design services for a range of clients including Credit Suisse, ANI, African Horseback Safaris, Bali Hai Real Estate, Crawford Communications & GainSpan.
- Responsible for all business development, client relations, marketing, program development, and account management activities.

### **Founder, Owner and CEO, NIA Creative, 1993 – 2008**

- Founded and developed this Marketing, Advertising & Design Agency based in Mountain View California. Provided vision, leadership and management of day to day operations as the company grew from start-up to a profitable \$6.5 million organization employing 55 people. Emphasis on hi-tech, bio-tech and health care clients.
- Working through the Management Team responsible for the Marketing, Business Development, Proposal Writing, Budget & Account Management, Personnel and Accounting functions.

### **VP then CEO & Part-Owner, the Eurocolor Corporation, 1983 - 1993**

- Saved this San Francisco Graphics Production House start-up from early failure. Successfully provided vision, strategic leadership and management such that the company grew from virtual bankruptcy to a profitable \$7 million organization employing 48 people...the largest and most successful company of its type in a highly competitive Bay Area market.
- Working through the Management Team responsible for the Marketing, Business Development, Budget & Account Management and Personnel functions.

### **Senior Lecturer Brighton Polytechnic and Sussex University, 1977 -1983**

- Working in the Management Center lectured on a range of under-graduate, graduate and post-graduate marketing and management courses while completing PhD.

### ***Prior Experience*** \_\_\_\_\_

- VP US Marketing Operations for Marshall Cavendish, a UK based publishing house (1973 – 1975)
- Advertising Account Manager at The Kirkwood Company, London based advertising agency subsequently merged into the Interpublic Group (1971 – 1973)
- Marketing Product Manager at Nestle in the UK (1970 - 71)
- Market Research Manager at H J Heinz Co in the UK (1968 – 69)

### ***Education*** \_\_\_\_\_

- Doctor of Philosophy, Sussex University
- Master of Arts, Sussex University
- BA in Business Studies with a Major in Marketing

### ***Leisure:*** \_\_\_\_\_

- My (adult) kids, cycling, skiing, horse riding & travel.