JUDY TORAN COUSIN

[www.linkedin.com/in/JudyToranCousin](http://www.linkedin.com/in/JudyToranCousin)

**EXECUTIVE, INTRAPRENEUR & BOARD MEMBER**

Created 75%+ of most recent, PE-owned company’s market value when it sold in 2019 at a 4X ROI. B2B and B2C background. Verticals include e-commerce, health care, and consumer goods.

# PROFESSIONAL EXPERIENCE

## Circle Graphics Longmont, CO

*Mid-9-figure, PE-owned producer of digital graphics for out-of-home advertising, signage, and wall décor.*

**Chief Marketing & Innovation Officer 2012 to 2020** Built scalable divisions and products that created competitive advantage and generated hyper- growth. Inspired innovation culture with new voice-of-customer/employee programs, B2C and B2B product development teams, and dedicated software developers. Reported to CEO.

## President, Consumer Digital Printing Division (Sensaria)

Started online wall décor division from beta technology that let consumers upload and print digital files on canvas, metal, and giclée surfaces. Owned P&L. Recruited 50-person team, including product, data & analytics, marketing, sales, e-commerce, and customer service groups.

* Grew sales to $100+ million in 4 years through development and execution of product, technology, segmentation, and channel strategies, plus 2 acquisitions and integrations.
* Beat Board’s EBITDA targets each quarter. Presented and discussed strategies and results.

## President, Signature Visual Solutions Division

Started signage division, a brand extension that deepened customer relationships and lever- aged sales and production infrastructure in the OOH and Consumer Divisions. Owned P&L.

* Delivered highest average margins in company.
* Beat Board’s EBITDA targets each quarter. Presented and discussed strategies and results.

## Executive Director, Blue Sky Bridge (Children’s Health & Advocacy), Boulder, CO 2010 to 2012 Founder & President, Health Management Advisors, Los Angeles, CA 1996 to 2005 VP, Marketing, Salick Health Care (acquired by AstraZeneca), Los Angeles, CA 1992 to 1996 National Account Manager, Reebok International*,* New York, NY 1989 to 1990 Regional/Unit Manager, Field Sales, Procter & Gamble*,* Los Angeles, CA 1986 to 1989

**BOARDS & ADVISORY**

Advisor and Board Member, Freedom United, 2021 to Present Advisor, Blackstone Entrepreneurs Network, Denver, 2020 to Present

Non-Executive Chair, Vice Chair & Board Member, Blue Sky Bridge, 2007 to 2010

# EDUCATION

MBA, Harvard Business School

BS, Business Administration, Marketing, University of Southern California Preparing to Be a Corporate Director, Harvard Business School

Women on Boards, Harvard Business School