

# WILLIAM COREY, MBA

Senior Marketing Leader | Growth Architect for Consumer Brands | *Story. Product. Community. System.*

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## SUMMARY

There are four problems quietly killing consumer brands. Stagnant growth with no clear cause. A product that doesn't connect to its market. A story that falls apart across channels. A category full of competitors with no emotional distance between them and you. For nearly two decades, I've walked into those exact situations as the growth architect who builds the system that fixes them by aligning story, product, and community.

- Drove the Ninja Motorized portfolio to 43% YoY growth and \$800M+ revenue, and designation as America's #1 Blender Brand by rebuilding product messaging mid-launch, overhauling post-purchase content system, and activating a 100K+ member community of brand stewards.
  - Built Under Armour Combines from a single live event to a 10,000+ athlete community that scaled to seven sports and over 50 global events annually, leading to a \$2M+ joint venture with IMG Academies to certify 1,500+ trainers via Combine360.
  - Invigorated a declining retail presence at Eureka by rationalizing the SKU portfolio by 52%, rebuilding product positioning from the feature up, lifting digital conversion 68%, and off-Amazon growth 46% in less than 12 months.
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## CORE SKILLS

Brand Strategy | Brand Positioning | Go-to-Market Architecture | Product Positioning & Commercialization | Community Building & Activation | Omnichannel Marketing | Content Strategy | Campaign Development | Retail Strategy | Digital Shelf Optimization | SKU Portfolio Management | Partnership Activation | Sales Enablement | Influencer & Ambassador Programs | P&L & Portfolio Management | Budget Management (\$75M+) | Cross-Functional Leadership | Agency Management | AI Implementation & Marketing Automation | Consumer Insights

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## EXPERIENCE

**13th Mile Marketing** | Wrentham, MA

**Founder & Principal** | 2023 – Present

- Rebuilt brand positioning, messaging, and pitch deck for a startup in the collectible industry with no cohesive brand identity or investor story. Repositioned the product for investor appeal, resulting in accelerator acceptance and a pre-seed funding round positioned to close at \$500K+.
- Drove 24% YoY revenue growth for a boutique real estate broker by creating brand positioning, visual identity, and digital presence from the ground up.
- Designed a fully accredited CE certification program for Oofos, generating 3,000+ pre-launch registrants and activating workshops at three industry-leading trade shows/workshops.
- Advise founders and executive teams on brand positioning, go-to-market architecture, AI implementation, and community strategy at inflection points.

**Eureka Floorcare | Midea America** | Waltham, MA

**Sr. Product Marketing Manager** | 2024 – 2026

- Identified and rewrote copy across top ten underperforming SKUs, replacing poorly translated, generic messaging with a feature-led benefit hierarchy that US consumers could act on with 68% conversion lift.
- Built revised retail positioning and sales materials, then joined the meetings to present them directly. Clearer product differentiation vs. competitors drove 7 new on-shelf retail partners and 46% off-Amazon growth in less than 12 months.
- Rationalized SKU portfolio by 52% (58 to 28 SKUs) through consumer research and review analysis, eliminating self-cannibalization that had been suppressing conversion across the line.

**SharkNinja** | Needham, MA

**Director of Marketing (promoted from Brand Manager)** | 2016 – 2022

- Drove \$800M+ in annual category revenue by connecting product innovation and consumer insights cross-functionally to drive strategy at every stage of commercialization.
  - Delivered 43% YoY growth during the pandemic by pivoting strategy from in-store to digital... rebuilding around PDP excellence and a post-purchase content system of recipes, live cooking demos, and social activation that grew the Ninja Foodi community to 100K+ brand stewards.
  - Rebuilt product and feature naming mid-launch across a stalled blender line, working cross-functionally across creative, sales, supply chain, digital, and production to align packaging, retail displays, and digital simultaneously. Sales increase contributed to a category jump from #3 to the designation of America's #1 Blender Brand.
  - Owned full P&L and budget management (\$75M+), improving category margins by 330 bps through pricing architecture and portfolio optimization.
  - Built and developed high-performing marketing teams while piloting an in-house mentorship program to foster future leaders.
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## EARLIER CAREER

**Cybex International** | Medway, MA

**Marketing Manager** | 2014 – 2016

- Led B2C transformation of a global fitness equipment brand through community-building and lifestyle-focused brand strategy, delivering 70% social growth, including a network of 100+ brand ambassadors.
- Built a 250+ asset sales enablement library that unified messaging across a 35-member global sales team.

**IMG Academies** | Bradenton, FL

**Sr. Marketing Manager** | 2010 – 2012

- Developed and launched the Combine360 joint venture with Under Armour, generating \$2M+ in revenue and certifying 1,500+ trainers across a credentialed ecosystem.
- Secured co-marketing partnerships with Gatorade, NFL, NBA, NHL, NCAA, and MLB through culturally relevant programming, operating as both brand marketer and rights holder.

**Under Armour** | Baltimore, MD

**Marketing Manager** | 2006 – 2011

- Launched Under Armour Combines, building a community of 10,000+ athletes, coaches, and parents that scaled across seven sports and 50+ global events annually, to become the foundation for the \$2M+ Combine360 joint venture with IMG Academies.
  - Developed athlete and brand partnership presentations supporting agreements with professional athletes, major colleges and universities, and product activations, including Muscle Milk and EA Sports, during UA's highest market share growth period.
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## EDUCATION & CERTIFICATIONS

San Diego State University | MBA, Sports Business

Bridgewater State University | BA, Communication Studies

HubSpot | Digital Marketing & Digital Advertising Certifications

Claude.ai | Claude Marketers: Cowork & Code AI Mastery Certification