

Greg Krehbiel

10108 Madronawood Drive

Laurel, MD 20708 · 240-687-1230

gkrehbiel@gmail.com | <https://gregkrehbiel.com>

Solutions-oriented publishing, marketing, fulfillment and operations professional with a demonstrated ability to innovate and solve problems. Talented at idea generation, finding creative answers to technical problems and managing new projects. Proven record of success in a wide range of challenging assignments. Extensive experience in marketing, editorial, product and business development, web and audio conferencing and IT. Effective and innovative team builder and leader. Ability to create corporate value on budget and ahead of schedule. Talented public speaker. Excellent communication, leadership and relationship building skills, strong analytical aptitude, sound business judgment and skillful planning abilities.

PROFESSIONAL EXPERIENCE

BRIGHTKEY, INC., Annapolis Junction, Maryland

Vice President of Operations

- Budget authority for all customer service, membership, pick pack and ship and other offerings in service of association client base.
- Created new client outreach efforts to share best practices during pandemic.
- Ensured all operations were delivering excellent, cost-effective service to our clients.
- Focused internal operations to ensure client success in membership and fulfillment.
- Ensured all activities were built around a data-focused, results-oriented mindset.
- Managed staff of about 100 through COVID-19 pandemic issues.

AMERICAN PSYCHOLOGICAL ASSOCIATION, Washington, D.C.

Head of Operations, APA Publishing

- Led cross-functional effort to re-evaluate fulfillment and pick, pack and ship contracts.
- Oversaw core operational capabilities and processes across the publishing organization.
- Managed key projects aimed at improving execution against the publishing strategy.
- Ensured alignment of strategies and techniques across the various publishing functions.
- Liaised with publishing and tech stakeholders to ensure positive results for internal and external customers.

KIPLINGER WASHINGTON EDITORS, Inc., Washington, D.C.

Director of Marketing Operations

- Evaluated, implemented and managed new customer data platform.
- Integrated CDP with email, content management, advertising and fulfillment / subscription systems.
- Internal advocate for new product development. Head of interdepartmental group to propose and evaluate new product ideas.
- Marketing technologist – served as technical liaison between marketing, IT and fulfillment to ensure that all new and existing systems meet company goals and system requirements.
- Managed email system, customer service, fulfillment operations.
- Wrote technical specifications, requirements documents and wireframes (as applicable) for new projects, including email systems, web stores, fulfillment systems and online content delivery.
- Led interdepartmental working group to develop mobile website and apps for Kiplinger.

- Oversaw, evaluated and managed all technical requirements for the marketing division and any technical developments that affected marketing or subscriber services.
- Pushed fulfillment vendor to further technological innovation; managed joint projects.
- Managed online promotions and web store, customized "out of the box" processes to company needs.
- Created and managed all paid placement campaigns for publications.
- Optimized landing pages, email campaigns, and related internal processes.

THOMPSON PUBLISHING GROUP, Inc., Washington, D.C.

Vice President, Product Development, and Assistant to the CEO

- Worked with technical and legal experts to create new online and print products for professional marketplace, including *Thompson's Employee Handbook Builder* and *Thompson's HR Forms*.
- Managed content management system and all online product presentation and development.
- Managed deployment of new web technologies, integrating web services with back-end systems.
- Oversaw all online marketing initiatives, including PPC, email marketing and internal ads.

Vice President, Internet and Audio Publishing

- Led new business unit and tripled group revenue in one year.
- Hired and trained all staff for internet publishing department and audio conference division.
- Created process to manage workflow in growing audio conference business.
- Created new web sites and deployed new web technologies at no increased cost.
- Enhanced acquisition and development process by providing technical evaluation of all new projects and product proposals.
- Managed better than a three-fold increase in web traffic and better than a three-fold increase in online purchases over a two-year period.
- Created profitable pay-per-click advertising program.
- Increased e-marketing initiatives by creating new editorial alert and ezine systems.

Internet Publishing Director

- Led internet publishing initiative and inter-department team that implemented a new content management system and created a new web site on time and on budget.
- Created efficient system for conversion of print publications to online delivery.
- Coordinated marketing, production, editorial, subscriber service and accounting efforts which created a new e-commerce system leading to increased web sales.

INDUSTRY INVOLVEMENT / PUBLIC SPEAKING

- Member of the board of directors of the Specialized Information Publishers Association (SIPA).
- "Volunteer of the Year," 2012, SIPA.
- Chair of 2011 Miami Marketing Conference; Track Leader in 2011 General Conference.
- Regular conference speaker on marketing, IT and best practice topics.

EDUCATION

Bachelor of Science, Geology, University of Maryland, College Park

Professional references available