



STEM School Highlands Ranch

Board of Directors Special Meeting

BoD Interview Round for KOSON Schools CIO Finalist

Date and Time

Tuesday February 21, 2023 at 4:00 PM MST

Location

KOSON P-Tech Mechatronics Rm 112
8920 Barrons Blvd

Agenda

	Purpose	Presenter	Time
I. Opening Items			4:00 PM
A. Record Attendance		Kelly Reyna	
B. Call the Meeting to Order			
II. Public Interview of CIO Finalist			4:00 PM
A. CIO Finalist - Victoria Stone	Discuss	Kelly Reyna	45 m

Board of Directors will interview Victoria Stone for the Chief Innovation Officer position. Ms. Stone was named by the BOD as a finalist for the CIO position at the Special Board meeting held Feb 13, 2023.

- Finalist will provide a presentation on a topic requested by the BOD.
- BOD will interview finalist in public forum.

	Purpose	Presenter	Time
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III. Executive Session**4:45 PM**

The Board may vote to recess into executive session pursuant to CRS 24-6-402 (3.5); (4)(i)(II) and (III):

- *The Board may, in addition to interviewing finalists in a public forum, interview finalists in executive session.*
- *The Board may instruct personnel and representatives to begin contract negotiations with a candidate in executive session.*

A. Board Interview and Contract Negotiations	Discuss	Kelly Reyna	60 m
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IV. Resume Public Session**5:45 PM**

A. Determine next steps in CIO Search	Vote	Kelly Reyna	5 m
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V. Closing Items**5:50 PM**

A. Adjourn Meeting	Vote		
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Never Stop Innovating! We envision a world of exponential possibilities where every child develops the innate knowledge, skills, creativity and character to thrive, lead and succeed in an ever-changing future.

Coversheet

CIO Finalist - Victoria Stone

Section:	II. Public Interview of CIO Finalist
Item:	A. CIO Finalist - Victoria Stone
Purpose:	Discuss
Submitted by:	
Related Material:	VictoriaStoneCoverLtr_KOSON_CIO.pdf VictoriaStoneResume2023_KOSON_CIO.pdf

Victoria Stone

www.linkedin.com/in/victoriastone

SENIOR LEADER IN STRATEGIC MARKETING, BUSINESS DEVELOPMENT & PR/COMMUNICATIONS

To Whom It May Concern,

As a roll-up-my-sleeves marketing and business development leader, I have an extensive background in aligning organizational growth strategy with business objectives, positioning brands for increased sales, boosting brand awareness and launching successful campaigns for fundraising and company growth. Due to my deep experience in these areas, coupled with my strengths in an innovative approach to negotiating contracts, building strategic partnerships with high-profile organizations, and leading high-performing teams, I am confident that I can hit the ground running for KOSON as your new Chief Innovation Officer.

Examples of my career highlights as they relate to this position include:

- Contributed significantly to the launch of three startup organizations with seed funding and a fourth organization that progressed to receive Series A capital from VC investors
- Created brand strategy and marketing plans for 11 business lines to support and advance MGMA's strategic priorities, contributing 17.2% company revenue increase from FY2021 to FY2022
- Grew AAA's membership YOY ranging from 2.2% to 6.0% through creative direction, customer acquisition strategies, and brand management for all AAA business lines
- Built affinity partnerships for AAA with organizations including Denver Broncos, Colorado Rockies, Colorado Avalanche, Denver Nuggets, iHeartMedia, NextDoor, as well as streaming and OTA television, and terrestrial radio
- Owned and operated an advertising agency providing full complement of marketing and advertising services including brand management, media buying, digital media, web design, web development, video content and PR

In addition, I was honored to receive the 2022 Healthcare Marketing Leader of the Year Award in May 2022 from the Health and IT Marketing Community (HITMC) for my work with MGMA, a healthcare membership organization.

I welcome the opportunity to learn more about the work that KOSON is doing and how I can help your team meet this mission and exceed your expectations. I look forward to hearing from you soon.

Best regards,

Victoria Stone

Victoria Stone

www.linkedin.com/in/victoriastone

SENIOR LEADER IN STRATEGIC MARKETING, BUSINESS DEVELOPMENT & PR/COMMUNICATIONS

Roll-up-the-sleeves executive with proven experience improving brand equity & boosting sales by leading effective digital marketing & brand awareness initiatives including product positioning, GTM & pricing strategy, strategic communications plans, leads generation management, KPIs & campaigns optimization. Build client and vendor relationships, negotiate contracts, manage under budget, lead high-performing, cross-functional teams and conduct in-depth market research to produce successful business & marketing plans. Increase revenue for B2B, B2C & DTC companies such as advertising agencies, healthcare, data benchmarking, automotive, travel, insurance, outdoor recreation, business consulting, technical training & education, real estate and membership organizations.

AREAS OF EXPERTISE

Strategic Planning & Execution
Team Leadership & Mentorship
Strategic Partnerships

Brand Management
Marketing Strategy
Ardent Negotiation

Strategic Communications Plans
Digital Marketing Campaigns
Budget Management

EXPERIENCE

VICE PRESIDENT, MARKETING, COMMUNICATIONS + RESEARCH

MGMA (Medical Group Management Association), healthcare organization with 60,000+ members providing data solutions to medical group practices, Denver, CO | August 2020 – November 2022

Marketing Strategy and Execution

- Contributed to 17.2% revenue increase from FY21 to FY22 via effective marketing optimization
- Created overarching brand and communication strategy that advanced MGMA's strategic priorities
- Oversaw implementation of marketing strategic plans and campaigns to include segment identification and development, campaign planning and execution, design and production, continuity in messaging and campaign evaluation and analysis to promote business growth and enhance brand awareness
- Led quantitative and qualitative market research related to brand development, extensive market assessment, new audience growth, competitive analysis, pricing strategy, product relevancy, features, personas building, launching new products and business growth opportunities, writing value propositions, establishing USPs (unique selling propositions) and proving a positive ROMI (return on marketing investment)
- With PLG approach, launched new SaaS data product campaign, hitting highest sales ever at \$11M

Leadership and Success Measurement

- Built and supported high-performing team culture, developing and coaching team members in leadership, strategic approach to enterprise-wide marketing efforts and liaise with business line partners on solutions
- Led team to identify, build and foster new and existing marketing-related vendor and business relationships, including maintaining satisfaction and exceeding expectations of internal business line clients

Strategic Partnerships

- Champion communications and PR efforts with healthcare media publications and national media outlets, managing partnership with PR agency of record and executing thought leadership initiatives
- Partnered with peers and key stakeholders to advance MGMA's mission through advocacy efforts, CSR, enhancing customer experience and increasing brand awareness
- Increased social media engagement 21% from FY21 to FY22 and boosted net sentiment 200%+ largely due to implementing executive social personas
- Collaborated with key departments to align technology, processes & programs to achieve holistic outcome
- Founder of I3 Committee (Incubator of Ideas + Innovation) where rising stars mid-level managers are challenged to foster new business ideas for company growth and personal development

DIRECTOR OF MARKETING + MEMBER RELATIONS

AAA, automobile, travel and insurance association with 750,000+ members in Colorado, Denver, CO | September 2014 – August 2020

- **Marketing Strategy and Execution:** Implemented campaigns which grew membership YOY ranging from 2.2% to 6.0%. Led creative direction, customer acquisition strategies and oversee brand management for AAA business lines (Insurance, Travel, Automotive, Financial Services, Retail). Proposed changes in strategy and services to respond to changing market conditions. Launched AAA mobile app. Collaborated with fellow digital, retail and sales directors to increase leads, sales and brand awareness
- **Advertising & Analytics:** Oversaw acquisition and renewal marketing activities and media buying for television and radio advertising, digital marketing, paid search/SEM, retargeting, social media, display/rich media campaigns, email campaigns, OTT/CTV, direct mail and community events. Directed focus groups. Oversaw customer data analytics, trend analysis, predictive modeling, segmentation and dashboard reporting
- **Strategic Affinity Partnerships:** Built relationships with organizations which aligned with AAA brand standards and philosophies to grow business and establish mutually beneficial advertising partnerships including Denver Broncos, Colorado Rockies, Colorado Avalanche, Denver Nuggets, iHeartMedia, Colorado State Fair, St. Patrick's Day Parade, NextDoor, podcasts, linear television and terrestrial radio
- **Operations and Budgeting:** Managed \$4M budget, remaining at or under budget each year
- **Leadership & Success Measurement:** Led marketing team and provided coaching for professional growth. Reported KPI (key performance indicators), NPS (net promoter score) and CPA (cost per acquisition) results
- **Vendor Management:** Managed advertising agency relationship and negotiated with marketing vendors

DIRECTOR OF MARKETING + BUSINESS DEVELOPMENT

Automotive Avenues, Colorado's largest auto broker focused on credit union clientele, Denver, CO | July 2009 – September 2014

- **Marketing and Partnership Strategy:** Improved lead volume 22% over 4 years. Wrote and implemented marketing plans, collaborated with Executive Team to develop new, profitable ideas. Oversaw corporate communication, wrote and managed communications strategic plan and executed PR initiatives. Managed business development team to form strategic partnerships with area credit unions
- **Digital Marketing:** Developed multi-faceted web strategies for 5 websites, tracked trends and data via Google Analytics, managed organic search and paid search efforts, coordinated inventory and campaign e-blasts. Managed social media campaigns on Facebook, Twitter, YouTube, blogs and reputation management initiatives
- **Call Center Management:** Oversaw personnel, lead process management and managed phone campaigns
- **Creative:** Revamped Sales Event strategy and creative themes to improve ROI. Maintained vendor partnerships and co-op marketing efforts for customer campaigns. Provided creative direction to graphic designer. Managed web projects, measured ROMI, and kept content fresh. Authored and designed two e-newsletters sent monthly
- **Brand and Product Management:** Served as content manager for four company websites

OWNER / MANAGING PARTNER

ACTUATE, Inc (dba Allegory Advertising), marketing agency dissolved in 2009 due to the recession, Colorado Springs, CO | March 2008 – July 2009

- **Advertising Services:** Brand strategy, brand identity, research, creative, design, video production, media buying, communication strategy, digital advertising, web design, social media, product positioning
- **Sales, PR and Client Relations:** Face of agency, served on three prominent Boards of Directors, maintained high caliber network with community leaders & business executives, served as primary sales executive
- **Leadership:** Led creative team in building sales-topping, award-winning campaigns

DIRECTOR OF MARKETING

Unity Builders Group (dba Todays Homes), new construction home builder, Colorado Springs, CO | February 2004 – March 2008

- **Company Leadership:** Member of Todays Homes Management Team, integral in development and communication of company vision and goals. Spoke publicly at local Realtor groups and Chamber events
- **Marketing:** Public relations, vendor relations, event planning and execution, industry involvement, ad agency management, annual marketing plan and strategy for new real estate construction

- **Creative:** Concept to delivery of promotional campaigns, branding efforts, website design, community and sales offices signage, radio and television script copy and direction, media buys, direct mail pieces and brochures
- **Market Research:** Tracked and analyzed market trends, evaluation of land purchase opportunities, studied building trends nationwide, kept abreast of industry news
- **Budget Management:** Responsible for managing a \$2.2 M sales and marketing budget

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA), Marketing, Regis University, Denver, CO
BACHELOR OF SCIENCE DEGREE (BS), Marketing, Regis University, Colorado Springs, CO

ACHIEVEMENTS

- 2022 **HEALTHCARE MARKETING LEADER OF THE YEAR AWARD,** Awarded by HITMC
- 2015 **LEADERSHIP EXECUTIVES ADVOCACY PROGRAM, GRADUATE,** Colorado Chamber of Commerce
- 2005-2008 **CMP (CERTIFIED MARKETING PROFESSIONAL)** and **CSP (CERTIFIED SALES PROFESSIONAL)** National Association of Home Builders, completion of all four Institute of Residential Marketing courses
- **PUBLIC SPEAKER** for events including the International Builders Show, AAA national conferences, Colo Spgs Assoc of Realtors, Colo Spgs HBA, Chamber of Commerce & recreational boating expos
- **ADVERTISING AWARDS** including Addys in 2006, 2007, 2008 & 2009 and MAME awards in 2006 & 2007

BOARD LEADERSHIP

DIRECTOR, BETTER BUSINESS BUREAU OF SOUTHERN COLORADO, Board of Directors, 2008-2009

DIRECTOR, COLORADO SPRINGS HOUSING + BUILDING ASSOCIATION (HBA), Board of Directors, 2008-2009

CHAIRPERSON, SALES AND MARKETING COUNCIL (SMC), HOUSING + BUILDING ASSOCIATION (HBA) 2008-2009,
Member of SMC 2004-2009

DIRECTOR, COLORADO SPRINGS HISPANIC CHAMBER OF COMMERCE, Board of Directors, 2006-2008

COMMUNITY INVOLVEMENT

INNOVATION CENTER VOLUNTEER, 2022 - present
Regis University

FUNDRAISING WALK COMMITTEE VOLUNTEER & MARKETING CHAIR, 2011 - present
PKD Foundation (Polycystic Kidney Disease)

YOUTH VOLLEYBALL COACH, 2015-2020

- 12U-16U Competitive Club Teams, Core Values Volleyball Club & South Metro Volleyball Club

TECHNICAL SKILLS

ADOBE CREATIVE CLOUD: InDesign, Photoshop, Illustrator, Acrobat Pro

ANALYTICS TOOLS: Google Analytics, BlueModis, Tableau, AAA Engage Analytics

GOOGLE WORKSPACE: Drive, Docs, Sheets, Slides, Forms, Calendar, Google+, Hangouts, Gmail

MARTECH STACK: Recent EDW integration of Marketo, SproutSocial, Brand Watch, MS Dynamics, Maritz, Web Scribble. Additional experience with Salesforce, ACT, GoldMine, ConnectSuite AAA proprietary CRM

MICROSOFT 365 OFFICE SUITE: Teams, Outlook, Word, Excel, PowerPoint, OneNote, OneDrive

PROJECT TRACKING SOFTWARE: Jira Atlassian, Asana, Trello, MS Planner, Smartsheet