

# Lee Isensee

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## Profile

With two decades in digital marketing, product, and strategic consulting, Lee is a highly regarded expert that has helped shape the ever-evolving digital industry.

Lee has been the person behind some of the global multi-channel marketing strategies and tactics you experience every day. By combining his broad scope of skills into a clear execution plan he has made comprehensive digital strategies a reality for some of the top brands. His expertise covers product strategy, mobile and web marketing, cross-channel attribution, and user personalization and testing. Lee is also well rounded in multi-channel marketing strategies and tactics, designing and integrating enterprise marketing and data solutions, and creating offerings to blend online and offline information to create holistic, customer centric products.

## Education

### Massachusetts Maritime Academy

- Major: Marine Safety & Environmental Protection

### University of Massachusetts, Lowell

- Major: Computer Science
- Minor: Psychology

## Experience

### Instructor, Masters Program | ISDI - Internet Business | 2017 - Present

- Lead instructor for mobile marketing and analytics.

### Founder | Measure Slack | 2014 - Present

- Measure Slack is a social engagement offering where people in digital marketing are able to come together to discuss, solve, and create shared solutions with peers and industry leaders
- My role as founder is to market, administer, as well as create and curate user engagement, and drive new members from the digital marketing industry and adjacent markets.
- Over 4,000 experts with 25% monthly active users. More than 500,000 messages.

### Solution and Product Strategy | Search Discovery | 2014 - 2017

- Led the Product strategy and creation of a new marketing technology, from early stage through launch with customers. Responsible for providing leadership, direction and management to the ideation, proof of concept and development of products and solutions. Work included designing and executing go-to-market plans, as well as managing the developer, sales and operations teams, together with external contractors and vendors.

## **Product Strategy & Solutions Engineering | Localytics | 2012 - 2014**

- Product Strategy: Responsible for the long-term strategy of a mobile marketing suite, which provides analytics, inbound marketing optimization (acquisition), and contextual in-product and outbound messaging.
- Solutions: Lead a team of mobile application consultants and analysts, charged with designing analytic and marketing strategies for organizations to help understand user behavior, communicating to users with contextually relevant messaging, and monetizing and optimizing their mobile solutions.

## **Product Marketing Manager | IBM | 2010 - 2012**

- Promoted and enhanced the IBM Enterprise Marketing Management Digital Marketing Optimization portfolio of SaaS and on-premise solutions, including web analytics, tag management, digital data exchange, search bid management, display advertising, personalized recommendations, cross-channel marketing integration and digital benchmarking.
- Individually responsible for marketing of data-oriented solutions such as on-premise web analytics (NetInsight), tag management and 3rd party partner integrations (Digital Data Exchange / DDX), search bid and social analytic management (Search Marketing and Social Analytics), and mobile analytics. Work included go-to-market planning, competitive analysis, internal and external product messaging, collateral development and sales and customer training.

## **Principal Architect / WW Digital Solutions Lead | Unica Corp. | 2006 - 2010**

## **Professional Services Consultant | Sane Solutions | 2000 - 2006**

## **Honors, Patents, and Publications**

### **Patents:**

- Isensee, Lee. 2015. Electronic information tree-based routing. U.S. Patent Application US20170171291A1, filed December 10, 2015. Patent Pending.

- DAA New Technology of the Year 2014
- DAA Most Influential Agency / Vendor 2011, 2012, and 2014
- IBM Business & Technology Leadership 2011

### **Publications:**

- W3C Standard - Customer Experience Digital Data Layer
- Digital Analytics Association - Web Analytics Definition Guide

### **Speaking:**

- MarketingSherpa B2B Marketing Summit
- eMetrics
- IBM SmarterCommerce Summit
- Unica Marketing Innovation Summit
- Digital Analytics Association Symposia
- Analytics Demystified Accelerate
- Keystone Speaker Series, Digital Privacy
- Web Analytics Wednesday
- Multiple Podcasts, Webcasts, and Webinars

### **Awards:**

- DAA Difference Maker 2018
- DAA Most Influential Industry Contributor 2012, 2014, and 2016