



## Paula Drum

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### SUMMARY

*Senior digital and marketing executive with over 25 years experience building brands, building teams, and leading companies through growth and digital transformation across B2C and B2B landscapes with a focus on private equity companies*

### EDUCATION

*Masters of Business Administration - University of Florida, 1999*

*Bachelor of Business Administration, Economics minor - University of Miami, 1991*

### BOARDS

*Wolfson Children's Hospital, board member*

*Baptist Hospital System, Finance Committee*

### EXPERIENCE

#### **Chief Marketing Officer - Newfold Digital (11/20 - 1/25)**

#### **Private Equity: Clearlake Capital | Siris Capital Group**

Newfold Digital is a \$1.4b global web technology company providing online presence solutions for businesses of all sizes, including domain registration, web hosting, website building tools, online marketing services, and professional support, through a portfolio of well-known brands like Bluehost, Web.com, Domain.com and Network Solutions.

- Led marketing, sales, and ecommerce teams with total media spend of \$140M annually across primary global and key regional brands such as Web.com, Domain.com, Bluehost, Network Solutions and Crazy Domains. (400+ FTE)
- Integrated marketing and sales teams into a global marketing organization from the merger of Web Group and Endurance International while remote during Covid. Upscaled talent while building a stronger, more efficient organization, reducing operation expenses over \$16M and ahead of timeline (non-media spend).
- Developed brand consolidation strategy to optimize customer acquisition, improve media effectiveness and simplify the business model to position for sale.
- Optimized media mix and brand allocation, refined attribution models, launched new GTM strategies and leveraged AI-powered technologies to drive customer acquisition growth, cross-sell/up-sell and optimize term mix.
- Championed customer experience as a retention driver implementing a customer listening and feedback program to influence product roadmaps, go-to-market and value proposition.

#### **Chief Marketing Officer - SouthernCarlson, Inc. (4/18 -11/20)**

#### **Private Equity: Kelso Company**

Southern Carlson is a leading national distributor of construction fasteners, tools, packaging and jobsite supplies with over 150 physical locations and B2B sales force that primarily serves the multi-family construction market.

- Part of the leadership team that moved the company from private equity (Kelso Company) to a strategic sale to the Kyocera Group (June 2019).
- Launched a B2B ecommerce channel from the ground up creating a new avenue for growth.
- Built a B2B marketing team, implementing a CRM system, online marketing, and sales support.
- Led the turnaround of B2C ecommerce properties from -\$2.1M unprofitable at acquisition to profitability and sustainable business model.
- Transformed pricing approach by implementing next best action and account-based pricing for sales teams to drive growth through increased baskets and expanded margins.

**Executive Vice President, Head of Marketing & Ecommerce - Interline Brands (4/14 - 4/18);  
Private Equity: Goldman Sachs | P2 Capital Partners**

Interline Brands is a major national distributor and direct marketer of a wide range of maintenance, repair, and operations (MRO) products, serving over 175,000 customer locations across commercial, institutional, multi-family housing, and residential markets

- Part of the leadership team that moved the company from private equity (Goldman Sachs & P2 Capital Partners) to a strategic sale to The Home Depot.
- Led Marketing, Ecommerce, E-Tail, Creative Services and Product Information teams across six brands serving different market segments from small business to industrial sales. Transformed the marketing and sales organizations from traditional flyer/catalog to a digital first organization.
- Grew ecommerce channel from \$436M in 2014 or 26% of sales to over \$745M in 2017 or 48% of sales.
- Launched a new brand - SupplyWorks - rationalizing five regional brands into one national brand.
- Key contributor on multiple integration projects post-acquisition by The Home Depot to help solidify The Home Depot Pro brand in the B2B market

**Vice President, Brand Services - Bluestem Brands, Inc. (5/09 - 8/14);  
Private Equity: Bain Capital | Battery Ventures**

Bluestem Brands is a direct-to-consumer retail company / fintech platform offering credit building opportunities / primarily focused on providing accessible shopping experiences with flexible payment options, particularly for customers seeking to establish or rebuild credit, through its primary brands: Fingerhut, Gettington.com and PayCheck Direct.

- Key contributor to double-digit sales growth building a \$1b multi-brand company from \$435M single-brand company.
- Led brand strategy, media strategy and execution (digital and mass media), customer experience and market research across the three enterprise brands and managed corporate brand and public relations. Chief customer advocate spearheading enterprise investment priorities to improve customer experience and retention.
- Developed and launched Gettington.com, the company's first pure-play ecommerce brand and was the driving force behind the Fingerhut brand revitalization plan, redefining key audience and value proposition and launching a national linear TV campaign resulting in new customer acquisition over 60% yoy and changing the marketing mix from catalog centric to multi-channel.
- Increased digital program revenue 64% yoy through paid search display, affiliate and use of big data / programmatic online customer acquisition program.

**Vice President Marketing, Digital Tax Services - H&R Block (4/06 - 5/09)**

Head of marketing for the digital tax services division, the second largest producer of tax software and online tax preparation services. Also led the H&R Block enterprise digital brand strategy and corporate website - hrblock.com.

- Grew customers over 30% through aggressive competition and media budget of \$41M across traditional media (linear tv, print, direct mail), interactive media and public relations while also growing profits 30% by optimizing channel migration.
- Developed break-through search, SEO and display ad programs increasing customer acquisition +85%, grew direct marketing program over 300% to 900,000 customers, increased brand awareness +36% rebranding TaxCut to H&R Block and developed the first social media program in the tax industry positioning H&R Block as a leader in tax expertise.

**TRAVEL INDUSTRY**

**Cendant Hotel Group, now known as Wyndham Worldwide -  
Vice President Ecommerce, Reservation Sales, Revenue  
Management and Strategic Planning - (4/01 - 4/06)**

**ANC Rental Corp. {Alamo Rent A Car, National Car Rental &  
Car Temps} - Managing Director Ecommerce, (8/97 - 4/01)**

**OTHER ROLES**

**Expert Software, acquired by Activision;  
Brand Manager**

**Diamedix, an Ivax Company;  
Communications Mgr**

**Aspen Research, Market Research Mgr**