

Chris McCarthy

Executive Operator – Brand & Business Strategist – Organizational Systems Architect – Growth Leader

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BrandIdentified.com

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Professional Overview

Executive leader with over 25 years of experience driving operational efficiency and strategic growth across brand, marketing, and organizational systems. Proven ability to lead cross-functional teams, scale delivery infrastructure, and build high-performance ecosystems that align daily execution with long-term business objectives. Expert in developing full-funnel marketing strategies, brand architecture, and automated workflows that accelerate customer acquisition, team productivity, and revenue growth. Known for bridging vision and execution through systemized leadership, data-driven decision-making, and integrated go-to-market planning.

Operational Leadership

Across multiple executive roles, I've led the development of internal systems, team operations, client delivery structures, and technology integrations that drive efficiency, alignment, and scalable growth. From architecting training program infrastructure to managing multi-location service rollouts, I specialize in turning strategy into execution frameworks that work in real-world environments.

Experience

Brand Growth Architect

Brand Identified

- Serve as a strategic operator and trusted advisor to founders, CEOs, and leadership teams, designing scalable business systems that connect brand strategy, marketing execution, and operational structure.
- Lead executive workshops and immersive training sessions that align teams around growth priorities, brand frameworks, and execution systems tailored to their business model.
- Build operational playbooks, workflow automations, and delivery frameworks that enable clients to scale consistently across departments, service lines, and customer touchpoints.
- Provide ongoing mentorship to executive clients, helping them improve team communication, market positioning, service development, and performance infrastructure.
- Design and implement full-funnel brand architecture and go-to-market strategies, integrating identity, messaging, lead generation, and customer experience into one unified system.
- Develop data-backed assessments, strategy tools, and customizable templates used by clients to streamline marketing, rebrand execution, and product launches.
- Manage complex rebranding initiatives, guiding internal and external alignment around new positioning, offers, systems, and workflows to support growth.
- Consult with leadership teams to establish organizational clarity, eliminate operational bottlenecks, and implement systems that support sustained growth and performance.
- Maintain a high-profile thought leadership presence through training content, strategic frameworks, and digital resources, reinforcing the Brand Identified reputation as a systemized brand and growth partner.

Brand Marketing Director

November 2018 - February 2024

The Darren Hardy Organization

- Led cross-functional operations across marketing, product development, program delivery, and customer support to ensure strategic alignment and high-efficiency execution across the organization.
- Designed and implemented comprehensive brand strategy workshops for hundreds of business leaders and corporate teams, translating strategic vision into actionable systems and tools.
- Developed scalable frameworks for program delivery, customer onboarding, and brand activation, resulting in measurable growth in brand awareness, lead generation, and client retention.
- Spearheaded strategic branding initiatives for the Darren Hardy LLC parent brand and all product sub-brands, ensuring unified messaging, design, and delivery across web, video, email, and live event touchpoints.
- Managed end-to-end infrastructure for live broadcasts, virtual training programs, digital product launches, and post-purchase support, driving a 40% increase in customer retention and recurring revenue.
- Integrated automation tools, AI workflows, and marketing technology platforms to streamline internal operations, accelerate campaign launches, and scale content production.
- Conducted in-depth brand and market audits to identify gaps in positioning, customer experience, and performance, leading to improved strategic focus, message clarity, and cross-channel trust.

Chief of Brand

June 2005 - October 2017

eBizAutos

- Directed end-to-end development of a scalable inventory management and customer-facing website platform used by over 2,000 automotive dealerships, resulting in a 400% increase in monthly recurring revenue and company-wide operational efficiency.
- Oversaw multi-department collaboration across design, engineering, product, and account teams to deliver a unified digital infrastructure that supported both individual dealerships and enterprise-level groups.
- Developed and implemented operational frameworks, service delivery systems, and brand alignment strategies to support hundreds of multi-location clients with consistent execution and market presence.
- Led strategic campaigns for two of the largest automotive dealer groups in the U.S., integrating brand strategy, digital marketing, and CRM systems to increase lead volume and customer engagement across regions.
- Managed partnerships and compliance initiatives with national automotive OEMs, ensuring seamless brand alignment and legal adherence across custom-built digital experiences.
- Scaled internal systems for design, development, and deployment of over 1,000 unique branded websites, enabling faster production timelines, improved client satisfaction, and ongoing platform optimization.

Creative Operations Director

June 2000 - June 2005

Netbooth Corporation

- Directed the rebranding and strategic repositioning of several flagship hotel and casino properties on the Las Vegas Strip, establishing foundational marketing systems to support digital transformation and long-term brand relevance.
- Collaborated directly with C-level hospitality and gaming executives to lead high-impact brand revitalization efforts, improve customer segmentation, and develop strategic initiatives to engage new demographic segments.
- Orchestrated a multi-year partnership with Caesars Entertainment, securing Netbooth as their primary innovation and digital marketing partner, driving revenue through custom-built interactive solutions across multiple properties.
- Led the design, development, and operational rollout of touchscreen and interactive marketing systems that enhanced guest experiences, increased brand loyalty, and supported cross-property engagement strategies.
- Managed cross-functional teams of designers, developers, and account managers to deliver tailored digital solutions for high-profile hospitality and entertainment clients, meeting aggressive timelines and performance benchmarks.
- Streamlined project execution processes and internal workflows, improving delivery consistency and enabling scalable service offerings across dozens of simultaneous property engagements.

Education

State University of New York at New Paltz

Bachelor of Fine Arts in Graphic Design & Marketing with Thesis

August 1994 - June 1999

Core Competencies

Strategy:

- Go-to-Market Strategy Development
- Full-Funnel Marketing Strategy
- Business Growth & Revenue Optimization
- Cross-Functional Team Leadership
- Strategic Brand Workshops
- Product Launch Planning & Execution
- Market Segmentation & Audience Targeting
- Data-Driven Campaign Optimization
- Customer Journey Mapping
- Client-Facing Presentation & Facilitation
- Workshop Facilitation & Executive Coaching
- Brand Audit & Competitive Analysis
- Program / Service Development & Positioning
- SaaS Marketing Strategy
- Campaign Planning & Editorial Calendars
- AI-Powered Marketing Integration
- AI Workflow Automation Tools

Operation & Execution:

- Cross-Functional Operations Leadership
- Systems & Workflow Design
- Process Optimization & SOP Development
- Resource Planning & Team Enablement
- AI & Automation for Operational Efficiency
- Vendor, Partner, and Platform Management
- Scalable Infrastructure Development
- KPI Tracking & Performance Dashboards
- Leadership Alignment & Meeting Cadence
- Business Process Reengineering

Marketing:

- Content Strategy & Multi-Channel Distribution
- CRM & Marketing Automation
- Strategic Email Marketing Sequences
- Digital Product & Subscription Marketing
- Performance Marketing Analytics
- Editorial Calendar Development
- Copywriting for Campaigns & Funnels
- Creative Asset Planning & Delivery
- Multi-Platform Campaign Execution

Demand Generation & Growth:

- Demand Generation Campaigns
- Customer Acquisition Strategy
- Marketing Funnel Architecture
- Retention and Loyalty Strategy
- Sales Enablement Materials & Messaging
- Lead Nurturing Automation
- Revenue-Focused Design & Messaging Tactics
- ROI-Focused Campaign Execution

Branding:

- Brand Strategy & Positioning
- Brand Architecture Development
- Brand Messaging & Copywriting Frameworks
- Personal Branding & Thought Leadership Strategy
- Brand Audit & Competitive Differentiation
- Visual Identity & Design Systems
- Rebranding & Legacy Brand Revitalization
- Cross-Channel Brand Experience Alignment
- Messaging Frameworks

Select Clients

Caesars Entertainment, MGM Resorts, Darren Hardy, Hendrick Automotive, Hard Rock Hotel, Mandalay Bay, Penske, Porsche, Paris Las Vegas, The Venetian, Volkswagen, Toyota, Merck, New York-New York Hotel & Casino, City of Las Vegas, American Red Cross, Chevrolet, HendrickCars.com, Ford Motor Company, Luxor Las Vegas, Lake Las Vegas, Honda, Land Rover, AutoNation, Ferrari, Maserati, Flamingo Las Vegas, MINI, Wynn Las Vegas, Acura



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For a more in-depth view of my experience, capabilities, and the work I've led, visit my profile page to explore my full background and complete case study library.

BrandIdentified.com/chris-mccarthy