



Kelly Wilson

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Board Service

DEMOCRACY INVESTMENTS (DMCY)

Advisory Board
Impact Investment Fund

2020 WOMEN ON BOARDS

Leadership
Committee,
(Now named 50/50)

EY BOARD AMABASDOR 2022-2023

Education

YALE UNIVERSITY

M.B.A., 1994
Strategy Emphasis

UNIVERSITY OF CALIFORNIA, BERKELEY

B.A., 1988
English and Mass
Communication
Double Major

HARVARD UNIVERSITY

Leadership
Program 2017

INSEAD
ESG Certification
Sustainable Finance
2022

Professional Profile

Seasoned digital transformation executive with 30+ years of experience in strategy, marketing, technology and cyber security. Consulting and industry roles including Partner/Principal, Chief Marketing Officer and SVP. Global oversight of P&L, global leadership and large-scale transformations.

Employment History

VIVID CYAN, 2023 - PRESENT Chief Executive Officer

Oversee strategy and operations for impact marketing agency serving small businesses and non-profits with diverse leadership and a focus on growth and expansion.

ERNST & YOUNG, 2014 - 2023 Partner/Principal, Strategy and Digital Transformation

Global Client Services Partner with P&L, sales and delivery responsibilities across 60+ countries overseeing work in strategy, digital, technology, tax, risk, cyber and finance.

- **Digital Transformations** – Delivered numerous engagements focused on digital transformation for enhancing customer experiences, containing fraud and cyber crimes, and modernizing technology infrastructures
- **Growth Strategies** – Delivered numerous engagements for a global payment firms including evaluating payment expansion opportunities in cross-border, bill pay, payroll, buy now pay later, healthcare and other domains
- **Millennial & GenZ Products** – Worked on numerous Millennials, GenZs, and students-focused projects addressing product expansion, modernized delivery channels, and new social, mobile and wearable opportunities

McKESSON CORPORATION, 2011 – 2014 Vice President, Marketing Communications

Led marketing for \$120 billion US Pharmaceutical Business, largest US drug distribution company, 7th on Fortune 500 list. Representative accomplishments:

- **Sales Force Enablement Strategy** – Enabled revenue lift of 11% above plan by focusing on quantitative selling and launching mobile enabled tools
- **Customer Experience Strategy** – Drove 27% lift in net promoter score via a digital customer community, Innovation Center and conference redesigns

PARADIGM MANAGEMENT SERVICES, 2008 – 2011 Chief Marketing Officer • SVP, Product, Marketing and Corporate Strategy

Responsible for corporate strategy, marketing, and product development for a market-leading healthcare services business. Representative accomplishments:

- **Sales and Marketing Strategy** – Increased sales by 23% and market awareness by 37% through improving sales enablement and product mix
- **Social Media Strategy** – Drove customer engagement (63% interacting monthly) by launching a social platform, webinars, Twitter and a blog

Teaching

UC DAVIS

Adjunct Professor
of Strategy at the
Graduate School of
Management
2018 - Present

ST. MARY'S COLLEGE

Adjunct Professor
of Marketing at
Graduate School of
Economics and
Business Education
2014 - Present

Skills

Digital Transformation
Managing Global P&L
Strategy & Innovation
Sales & Marketing
Sustainability/ESG
Data & Analytics
Commercialization
Cybersecurity
Disruptive Technology
Regulatory/AML/KYC

Select Clients

Visa (V)
Block, aka Square (SQ)
PayPal (PYPL)
Coca-Cola (KO)
Mars (Private)
Impossible Foods
(Private)
Sony (SONY)
Disney (DIS)
Starbucks (SBUX)
McKesson (MCK)
First Republic Bank
City National Bank

Professional Profile

BLUE SHIELD, 2007 - 2008

Head of Business Marketing (Individual, Small Group, Mid/Large, Dental, Life, Vision, and Medicare)

Responsible for leading the \$18 million, centralized marketing organization. Key accomplishments:

- **Direct Acquisition Marketing** – Achieved 124% of sales plan for Individual Family Plan business and 147% of sales plan for the Medicare business through direct mail, telemarketing, direct-response TV, and online key word, banner, and search engine optimization (SEO)
- **Broker Acquisition Marketing** – Increased sales from the agent/broker channel by 18% through new co-op and producer marketing programs

WELLS FARGO, 2003 - 2006

Senior Vice President, Strategy & Marketing, Private Client Services

Led centralized marketing group for private banking, brokerage, insurance, trust and investment management for the \$160 billion Private Client Services division of Wells Fargo. Key accomplishments:

- **Brand Strategy Development** – Linked the brand strategy to the business strategy, and rolled out new positioning, visual identity system, and collateral
- **Partnership-Based Marketing Strategy** – Partnered with Wells Fargo Retail Bank to bring in \$6.3 billion in assets in a three-month period and \$800 million in Business Retirement assets (a 158% increase)
- **Product Growth & Profitability Strategy** – Grew loan portfolio to \$10.5 billion, a two-year 35% increase, with profitability lift of 16% by introducing new products and improving field support

ACCENTURE, 1995 – 2003

Partner, Strategy Practice

Led client engagements in marketing strategy, product development, customer value management, and sales effectiveness. Key accomplishments:

- **Payment Strategy Engagements** – Led multiple payment strategy engagements for banking and global payment companies focused on increasing revenue growth, and enhancing profitability
- **Top Line Revenue Growth** – Brought in five new clients in four years and sold consulting and outsourcing services in excess of \$196 million
- **People Management** – Served as the "Western Region People Lead" for a 250-person practice, led the diversity and female mentoring programs. Received three internal awards for employee development.

MCCANN-ERICKSON Advertising & Public Relations, 1989-1992

Senior Account Executive

Responsible for new business development and account management including financial oversight/account profit and loss, strategic planning, and campaign development and execution.