

Stacey Paynter – Curriculum Vitae

Stacey uses 25+ years of experience to develop solutions that link a client's brands more strongly to the bottom line. Strategic programs which impact all "touch-points" along the "sales" process. This results in greater customer loyalty, increased brand preference and enhanced competitive differentiation. Her capabilities include marketing strategy, communications planning, and brand management. Her experience, and passion, spans many industries – including healthcare, consumer goods, financial services and retail.

Since 2004 Stacey has used her skills to help clients as a consultant through her company Strategic Connections, LLC. From marketing guidance to business planning, she has helped her clients develop brand strategies, increase sales, redirect customer acquisition efforts, build operational infrastructure, and expand into new markets. Recent clients have included: BCCI Construction Company, CDW (Healthcare Division), Closet Factory, Eisenhower Medical Center, El Camino Hospital, Lifescan (Johnson & Johnson), Marin General Hospital and Mercantile Systems, Inc.

Previously Stacey Paynter was CEO of Publicis Dialog, the San Francisco office of the 3rd largest, global communications firm. While there, Stacey used her far-reaching knowledge of collaborative communications to play a key strategic role on each client's business -- clients such as Countrywide, El Camino Hospital, Hewlett-Packard, L'Oreal, Peak Wines (division of Jim Beam Brands), Wells Fargo and Whirlpool. She is also responsible for co-authoring the vision of Holistic Communications, the media-neutral communications approach which has now been adopted by Publicis Groupe and rolled out worldwide.

Previously she was at EvansGroup, starting as the Production Manager and eventually becoming the COO. She was responsible for turning the office around to profitability, making it the second largest and most profitable office in the network. In her 13 years with EvansGroup, Stacey worked on accounts such as Acuson (Siemens), ATL (Philips), Bank of America, Behring Diagnostics, Dakin, Gloria Jeans Coffees, Nestlé, Netscape, Orchard Supply Hardware, Texas Children's Hospital, Thrifty Rental Cars, Visa and Washington Hospital Healthcare System.

Stacey started her career in the corporate brand identity specialty. Working with companies such as Castle & Cooke, Dole, American Cannery and Growers, Chevron and Clorox.

Along with being a leader in her field, Stacey enjoys staying involved in the community through volunteer work. She provides marketing counsel to Marin Catholic High School and was the communications advisor on the Board of the March of Dimes for over 15 years. She also enjoys mentoring young women in business and helping business contemporaries find passion through new business ideas launched as entrepreneurial start-ups.

Stacey holds a BA degree from San Francisco State University, where she graduated with honors. She lives in Marin County with her husband.