



# Pat Quinn

## CONTACT

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## EDUCATION

University of Dayton, OH  
Bachelor of Arts – 1988

## SKILLS

Servant Leadership

Strategic Planning

Analytical Thinking

Financial Management

Problem-Solving

Decision Making

Storytelling

Marketing

Written and Verbal Communication

Project Management

Organization & Talent Development

Relationship Building

Adaptability

## PROFESSIONAL SUMMARY

Servant leader aspiring to transition from corporate life to a purpose-driven Catholic organization where my skills and experience help advance the mission.

Over the past 37 years, I have accumulated extensive marketing and leadership experience with Fortune 500 companies including Disney, NBCUniversal, and Walmart, as well as several leading U.S. agencies. My career has encompassed strategic planning, brand and retail marketing, content creation, eCommerce, customer lifecycle management, organizational design, talent development and management, process optimization, and full P&L ownership. I have had the opportunity to oversee, lead, and mentor high-performing teams from specialized marketing units to larger, complex outsourced marketing departments.

## WORK HISTORY

**Quad** (Among Ad Age's top 25 agency rankings and acquired Ivie in 2018) 2018 - 2025  
Vice President, Client Business Management  
Group Vice President, Client Services  
Vice President, Client Services

**Ivie** (Privately owned retail marketing agency; sold to Quad in 2018) 2015 - 2018  
Vice President, Client Services  
Vice President, Strategy and Planning

**Sam's Club** 2004 - 2015  
Sr. Director, Category Marketing  
Sr. Director, Marketing Operations  
Sr. Director, Member Relationship Marketing  
Sr. Director, Membership Retention and Services  
Director, Membership Services  
Manager, Membership Services

**Universal Orlando** 2002 - 2004  
Sr. Manager, Brand Marketing  
Manager, Brand Marketing

**Walt Disney World** 1996 - 2001  
Field Marketing Manager, Alliance Marketing  
Associate Brand Manager, Disney's Animal Kingdom  
Associate Marketing Manager, Disney Vacation Club  
Sr. Marketing Representative, Disney Vacation Club

**Various Advertising Agency Roles** 1988 - 1996  
Cramer-Krasselt, Account Executive  
Lewis & Quinn Advertising, Founder/Owner/Partner  
Richard Sibley Advertising, Account Supervisor |  
Media Planner and Buyer | Account Executive

**Quad** (Among Ad Age's top 25 agency rankings and acquired Ivie in 2018)

**November 2018 – December 2025**

**Vice President - Client Business Management | Group Vice President - Client Services | Vice President - Client Services**

Led multiple teams of outsourced marketing departments for national and regional retail organizations, while also fulfilling chief-of-staff duties within the department. Partnered with retailer (At Home, Academy Sports, Amazon, Bass Pro Shops, L.L. Bean, Dick's Sporting Goods, Walmart, Wayfair) as an extension of their internal teams, leveraging people, process, and technology to ensure the correct strategic direction, consistent execution, and measurable outcomes needed to grow traffic, increase sales, and build the brand. In the role of chief-of-staff, oversaw administrative responsibilities including financial management, strategic account planning, organizational structuring, and talent development initiatives.

**Ivie** (Privately owned retail marketing agency; sold to Quad in 2018)

**June 2015 – October 2018**

**Vice President - Account Management | Vice President - Strategy and Planning**

Directed Ivie's Bentonville, AR office managing a team of over one-hundred professionals dedicated to servicing Walmart account and various CPG companies. Responsibilities included overseeing outsourced FTEs supporting Walmart Marketing, Walmart Private Brands and Sam's Club Marketing departments. In 2017, transitioned into a larger expanded strategic role across all accounts, establishing up a new Strategy and Planning department based at the corporate office in Dallas, TX.

**Sam's Club**

**July 2004 – May 2015**

**Sr. Director - Category Marketing | Sr. Director - Marketing Operations | Sr. Director - Member Relationship Marketing | Sr. Director - Membership Retention and Services | Director - Membership Services | Manager - Membership Services**

Over a decade of experience leading marketing, eCommerce, CRM, and membership teams at Sam's Club, supporting a \$56B business with 48 million members. Led national omnichannel marketing strategies to drive traffic, engagement, and sales. Scaled Samsclub.com content operations, contributing to \$1B in annual eCommerce revenue while modernizing brand standards. Founded Marketing Operations and Member Relationship Management departments, improving integration, governance, and data-driven decision-making. Directed membership retention and renewal strategy with full P&L responsibility, enhancing engagement and efficiency. Previously led Member Services and Card Strategy, managing product development and partnerships that drove membership growth and value.

**Universal Orlando Resort**

**August 2002 – June 2004**

**Sr. Manager - Brand Marketing | Manager - Brand Management**

As a marketing leader, I drove attendance, increased revenue, and enhanced guest experiences by developing integrated marketing campaigns and programs. In my roles as Manager and Senior Manager of Brand Marketing, I was responsible for strategic planning, execution, and performance evaluation across domestic, international, and in-market visitor segments. I led the launch and product management of Universal Express Plus, a multi-million-dollar front-of-the-line access product created in response to Disney's FastPass; this included full P&L responsibility and oversight of operational support. Additionally, contributed as a member of a senior Sales and Marketing think-tank focused on creating and executing strategies to accelerate enterprise growth.

**Walt Disney Parks and Resorts**

**September 1996 – October 2001**

**Field Marketing Manager - Alliance Marketing | Associate Brand Manager - Disney's Animal Kingdom | Associate Marketing Manager - Disney Vacation Club | Sr. Marketing Representative - Disney Vacation Club**

Member of "The Disney Decade" marketing team where the company had immense growth and innovation. Experience included brand management, resort marketing, and field marketing. Led the development of comprehensive business plans and marketing strategies to drive attendance, improve resort occupancy rates, boost membership growth, and strengthen brand equity within both domestic and international markets. Key member of the brand team responsible for repositioning Disney's Animal Kingdom as a theme park rather being perceived as a zoo. Ideated, negotiated and implemented media promotions across the Southeast U.S. and beyond for various theme park attractions, resorts, and sporting events.

**Various Advertising Agencies**

**August 1988 – August 1996**

**Cramer-Krasselt- Account Executive | Lewis & Quinn – Founder/Partner/President | Richard Sibley Advertising - Account Supervisor/Account Executive/Media Planner and Buyer**

Served as the primary liaison between clients and the agency's creative and media teams. Developed essential business competencies in relationship management, effective communication, strategic planning, analytical thinking, problem-solving and project management. Gained practical experience in advertising execution including writing marketing briefs, overseeing creative development, and managing media planning and buying. Client listing included: Arnold Palmer Golf Management, Bay Hill Club & Lodge, Boston Whaler, Coca-Cola Florida Fountain Division, Deans Foods (T.G. Lee/McArthur Dairies), Delta Orlando Resort, Florida Department of Citrus, Kennedy Space Center Spaceport USA, Lake County Tourist Development Council, Orlando/Orange County Convention & Visitors Bureau, Ripley's Believe It Or Not, Walt Disney World.