

# JORDAN CONNER

Enterprise Marketing Strategy & Global Communications | Growth & Transformation | Executive Partnership

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## EXECUTIVE SUMMARY

Enterprise marketing and growth leader with a proven record of owning global marketing communications, enterprise brand strategy, and omnichannel go to market execution within complex, compliance driven environments. Extensive experience partnering with executive leadership and business unit presidents to define strategic priorities, align organization wide stakeholders, and drive sustained growth and long term value creation across global markets. Recognized for enterprise level decision making, systems thinking, and leadership through ambiguity, with deep expertise in brand governance, risk alignment, and digital transformation. Leads global teams and agency ecosystems to modernize marketing operations, establish performance measurement frameworks, and translate strategy into measurable business outcomes. Trusted advisor to senior executives, known for strong business acumen, results oriented leadership, and the ability to operate at the intersection of strategy, operations, and execution.

## ENTERPRISE LEADERSHIP CAPABILITIES

- Systems Thinking
- Cross Functional Influence
- Results Oriented Leadership
- Leadership Through Ambiguity
- Enterprise Level Decision Making
- Stakeholder Relationship Management
- Business Acumen & Commercial Insight
- Growth Strategy & Value Creation
- Executive Stakeholder Partnership
- Omnichannel Go to Market Strategy
- Enterprise Marketing Strategy & Governance
- Brand Strategy, Compliance & Risk Alignment
- Global Marketing Communications Leadership
- Global Market Expansion & Commercialization

## PROFESSIONAL EXPERIENCE

### SENIOR MANAGER, GLOBAL MARKETING COMMUNICATIONS, STRUCTURAL INTERVENTIONS

Jan 2025 to Present

#### Abbott Laboratories

Plymouth, MN

- Serve as global owner of enterprise marketing communications strategy for Abbott's Structural Interventions business, aligning brand governance, growth priorities, and commercial objectives across a complex, regulated healthcare environment.
- Define and lead global messaging architecture and brand strategy across multiple product lines, ensuring consistency, regulatory compliance, and alignment with long term enterprise growth and market expansion goals.
- Act as a strategic partner to executive leadership, business unit presidents, and cross functional stakeholders, translating enterprise priorities into integrated global marketing and go to market initiatives.
- Lead and govern a global ecosystem of internal teams and external agencies responsible for brand strategy, creative development, and omnichannel execution across digital and traditional channels.
- Drive digital transformation initiatives for the Electrophysiology business, modernizing marketing operations, analytics, and platform capabilities to improve scalability, performance visibility, and operational effectiveness.
- Oversee the development and execution of enterprise level omnichannel campaigns that strengthen global brand authority, support sustained market growth, and reinforce Abbott's leadership position across cardiovascular markets.

### SENIOR MANAGER, DIGITAL & GROWTH MARKETING, ELECTROPHYSIOLOGY

Oct 2023 to Jan 2025

#### Abbott Laboratories

Austin, TX

- Owned enterprise level digital growth strategy supporting global commercialization, brand scale, and sustained revenue growth across regulated healthcare markets.
- Served as strategic partner to cross functional leaders across marketing, sales, operations, and executive leadership to align digital initiatives with enterprise priorities and long term business objectives.
- Established performance measurement, analytics, and reporting frameworks to inform executive decision making, optimize omnichannel investment, and drive scalable, data driven growth outcomes.

### GROUP MANAGER, GLOBAL MARKETING STRATEGY & COMMUNICATIONS, ELECTROPHYSIOLOGY

Jan 2022 to Oct 2023

#### Abbott Laboratories

Plymouth, MN

- Owned global marketing strategy and communications for a core cardiovascular business unit, with accountability for enterprise growth outcomes, operational alignment, and long term strategic impact across regulated markets.
- Led and scaled a multi disciplinary global organization spanning brand, growth marketing, digital, and communications, delivering integrated, enterprise wide initiatives aligned to business priorities.
- Served as senior strategic partner to executive leadership, advising on growth strategy, digital transformation, and market expansion, and translating enterprise objectives into actionable marketing roadmaps.
- Directed annual operating and capital planning for global marketing, ensuring disciplined investment, ROI governance, and alignment with multi year business and growth objectives.
- Led the global launch and expansion of AFibLife™, a multi country patient engagement platform, advancing Abbott's digital health strategy, strengthening brand trust, and supporting sustained patient centric growth.

- Established operational governance, performance measurement, and cross functional operating models that improved marketing effectiveness, scalability, and alignment across commercial, clinical, and compliance stakeholders.

## **LEAD CONSULTANT, DIGITAL TRANSFORMATION & GROWTH STRATEGY**

*Jan 2021 to Mar 2023*

### **The Conner Group**

**Austin, TX**

- Founded and led a growth and transformation advisory practice supporting executive teams in defining enterprise wide growth strategy, global marketing direction, and scalable go to market models across complex organizations.
- Served as trusted strategic advisor to founders, C suite leaders, and boards, translating business objectives into enterprise marketing, growth, and digital transformation roadmaps aligned to long term value creation.
- Directed a global, multi disciplinary delivery model spanning 30+ internal specialists, contractors, and agency partners, enabling execution across multiple markets, industries, and regulatory environments.
- Led enterprise growth and commercialization initiatives that drove sustained revenue impact, including personally delivering \$10M in new business through executive level strategy development and market expansion programs for Equi.
- Built, scaled, and operationalized internal marketing organizations for clients by establishing governance frameworks, performance management systems, and cross functional operating rhythms that improved alignment, accountability, and scalability.

## **REGIONAL MARKETING DIRECTOR**

*Jun 2017 to Dec 2020*

### **Arthur J. Gallagher & Co.**

**Rolling Meadows, IL**

- Owned regional marketing strategy across multiple business units, partnering directly with three regional presidents to align marketing direction with enterprise growth priorities and long term business objectives.
- Served as senior marketing lead for mergers and acquisitions initiatives, overseeing post acquisition marketing integration, brand harmonization, and go to market alignment to accelerate value realization across acquired organizations.
- Directed multi million dollar marketing investments and enterprise agency relationships, ensuring disciplined governance, performance accountability, and alignment with corporate brand standards.
- Collaborated with corporate executive leadership to activate and manage national brand partnerships, strengthening enterprise market positioning and supporting sustained brand equity growth.

## **MANAGER, eCOMMERCE & SEO**

*Dec 2015 to May 2017*

### **United Airlines**

**Chicago, IL**

- Owned enterprise wide digital growth and search strategy for United.com, driving over \$60M in incremental revenue through sustained optimization, governance, and performance management across global markets.
- Served as a key cross functional leader in the Polaris brand launch and enterprise mobile app transformation, partnering with brand, product, technology, and executive stakeholders to enhance customer experience and long term brand value.
- Led global content expansion and localization initiatives across seven languages, enabling international market growth and generating over \$35M in new revenue while strengthening United's global digital footprint.

## **EDUCATION**

- **Bachelor of Arts, Communication**  
University of Tennessee
- **Digital Marketing Bootcamp, Northwestern MEDILL**
- **Abbott Emerging Leader Program**
- **Abbott Executive Training**