



Citizen Advisory Board Application -

Planning and Zoning Commission

Complete and submit this application to be considered for a seat on the Sandpoint Planning and Zoning Commission.

Thank you for your interest in serving on the Sandpoint Planning and Zoning Commission, a City of Sandpoint volunteer citizen advisory board. We appreciate your desire to serve our city in this capacity and look forward to reviewing your application. For more information, including qualifications for serving on the PZ Commission, please visit Chapter 1 of Title 2, Sandpoint City Code.

Applicant Information

First Name: *

Last Name: *

Phone Number: *

Ex. 208-555-5555. Please include area code.

Email Address: *

Home Address: *

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

How long have you resided within the City of Sandpoint (if applicable)? *

Indicate the number of months/years or state N/A if not applicable.

How long have you resided in Bonner County? *

Indicate the number of months/years you have been a Bonner County resident.

Mailing Address: *

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Employment and Volunteer History

Please upload a copy of your resume or any additional information relevant to your application.

Upload your Resume or Curriculum Vitae *

[Grant_Simmons_2021_full \(1\).pdf](#)

180.68KB



**Please relay any
add'l information
regarding your
experience or
background and the
reason(s) you wish
to serve in this
capacity: ***

I've served on P&Z for 3 years, and happy to continue serving. I've also been on the BGH Foundation Board for 6 years (2 years as President). I love this community that's given me so much and am happy I can give back.

Comments

2000 characters left

Appointed

Not Appointed

Grant Simmons

@gmail.com

Summary

Focused on making data-driven decisions within the ad tech ecosystem, including open web, mobile, and connected device measurement and analyses.

Work Experience

VP Kochava Foundry Aug 2016 – Present

Sandpoint, Idaho

The Kochava Foundry is a team of expert data analysts focused on optimizing app marketing to help brands fuel growth. The Foundry team has developed:

- custom incremental media lift analysis for Out of Home and Digital media
- user lifecycle tools
- predictive churn
- and customer lifetime value (LTV) models to increase retention

Kochava Foundry key services include:

Industry-leading insights and analytics

Incremental campaign media lift analysis through advanced measurement techniques

Ad fraud detection and mitigation

- Expert witness for Uber on the biggest lawsuit in adtech history (we won all 7 suits)
- Outed a major Chinese conglomerate for fraudulent applications tied to 2 billion mobile devices: <https://www.buzzfeednews.com/article/craigsilverman/android-apps-cheetah-mobile-kika-kochava-ad-fraud>

Oracle Data Cloud (prev. Datalogix) 2014-2016

Data as a Service (DaaS) – building audiences through advanced modeling techniques, delivering media via digital and print channels, measuring performance

Head of Retail Analytics

- Client-facing arm of the analytics organization, work with 1200+ Retail 500 Directors/VPs/CMOs to develop individualized test-and-learn strategies leveraging analyses created in-house
- My team bridges the PhD-level statistics to what clients can understand and use, manage the relationship between R&D and GTM team, and between the broader analytics org and external clients

- Developed analysis products to help clients understand answers to pressing questions:
 - How did my campaign perform?
 - Why did my campaign perform well or poorly?
 - Where should we be marketing?
 - What potential future customers should we be targeting?
 - What is my share of the market?
 - When should I be promoting?
 - What is the incremental revenue of a particular marketing program?
- Reduced the time of delivered analyses by half: SLAs reduced 50% from operational improvements & better analysis products
- Developed the Campaign Buyer Summary – a low-touch report meant to provide ongoing insights for digital campaigns (mobile and open web)
- Positioned the CA function as a critical element in the client relationship

Body Central Inc. Jacksonville, FL 2012-2013

Women's multi-channel apparel retailer with \$700M annual sales

VP of Direct Marketing

- Managed a team of 12 responsible for strategy, forecasting, and the tactical execution of digital and direct mail marketing programs.
- Doubled the revenue in the online channel through:
 - Revamping the Direct Mail strategy
 - Launching & monetizing the Affiliate & Retargeting programs
 - Re-doing PPC Search campaigns
 - Implementing Product Recommendation framework for use on site, in emails, and external marketing touches

Coldwater Creek Inc. Sandpoint, ID 2006-2012

Women's multi-channel apparel retailer with \$1.25 billion annual sales

DVP of Ecommerce, January 2012-Present

- Responsible for strategy, forecasting, and the tactical execution of digital marketing programs.
- Programs include email, affiliates, online ads, Facebook, mobile, and natural search
- \$270mm annual program: strategy, forecasting, delivery, testing, and reporting

- Managed ColdwaterCreek.com: #84 on the Internet Retailer Top 500
- Launched mobile website, eCatalog application, and standalone iPad app

Director of Ecommerce, September 2009-January 2012

- Responsible for all digital marketing programs; including email, affiliates, online ads, Facebook, mobile, and natural search
- \$270mm annual program: strategy, forecasting, delivery, testing, and reporting
- Manage ColdwaterCreek.com: #84 on the Internet Retailer Top 500
- Increased Margin Contribution 75% over LY by executing the following:
 - Redefined segmentation to focus on more granular customer groups, delivering customized marketing messages to hundreds of different targeted segments per month - in email, online advertising, and throughout the web experience
 - Implemented system for dynamically serving personalized product recommendation into email, on the homepage and checkout of the web site, resulting in an incremental gross margin increase of 25% over non-dynamic merchandise
 - Increased natural search traffic by 20% through search engine optimization efforts
 - Online advertising profit increase 92% by dynamically delivering product to customer in ads, based on using web data and customer modeling
 - Took control of homepage, department and category graphics for cohesive targeted campaign management
 - Partnered with Creative, Business Intelligence, and Development to create and deliver customized site and email content
- Worked closely with Inventory Planning to strategize the disposition selling channel online, and tactically ran campaigns to maximize COGS movement and gross margin dollars: Increased disposition gross margin dollars 37% YOY
- Successfully launched our Facebook presence in 2010, reaching 120k followers in 2 months
- Launched mobile website that sees 4% off all site traffic

Email Marketing Manager, January 2009-September 2009

- Managed \$180mm program that sent nearly 1 billion emails in 2009
- Directed selling propositions and hand-picked merchandise for emails and website landing pages - after taking control of the creative, click-through rates increased 200 BPS
- Targeted email delivery time by individual - increased demand 14% over 'normal' send time

- Rebuilt the email messaging cadence to Direct and Retail segments resulting in 18% incremental Retail lift with no negative impact to Direct segment
- Maintained 93% inbox deliverability across all ISPs

IT Project Manager 2008-2009

- In charge of delivering large capital projects (\$1+ million) for ERP implementations
- Led team of 23 to deliver time tracking hardware and software for all company employees
 - Built custom web punch clock for associates to log time
 - Managed configuration of SAP schema to execute time evaluation
 - Handled all Executive-level communications for delivering issues, risks, and updates
 - Drove the decision making process, focused on keeping the project on time, on budget
- Managed launch of system allowing 6000 new personnel to be hired onsite via SAP interfaces
- Brought the corporate eCommerce site into PCI compliance for credit card transactions

eCommerce Project Manager 2006-2008

- A leader in identifying needs of a multi-million dollar ecommerce system, and converting requirements into actionable steps. Managed all long-term and capital projects related to ColdwaterCreek.com, generally between 8-12 projects at a time.
- Orchestrated website redesign focused on increasing conversion through creating dynamic systems for displaying product, improved navigational layout, and incorporating cross-selling opportunities throughout the purchasing experience. The website redesign resulted in increasing sales by 15%
- Selected for University of Idaho's Executive MBA program based on performance and quarterly reviews

Internet One LLC, Santa Fe, NM 1998 - 2005

Online marketing for web-based entertainment

Director

Founder of the company; directly responsible for all aspects of the business, including financing, creating, and marketing of online properties

Production

- Created an e-commerce business with 170k daily unique visitors, collected 16 million registrants, 62,000 paying members, and grossed \$27 million
- Wrote business plan for webcam dating, segued plan into profitable verticals

- Developed long term strategy and quarterly goals, ensured their success
- Responsible for all employee and contractor hiring, vendor negotiations, leases, contracts, and agreements

Marketing

- Supervised the marketing department across 15 subscription-based websites
- Designed affiliate tracking software supporting 21,000 affiliates
- Developed system for analyzing products, customers and market dynamics
- Designed and implemented customer feedback system resulting in real-time website changes
- Responsible for 40% of network's traffic, and attracted/managed 10 of the top 15 affiliates
- Sold all internal advertising on network's sites - 15% of company income

USAF, Columbus AFB, Mississippi; Corpus Christi Naval Air Station, Texas 1996-1998

Pilot

USAF, Institute for National Security Studies, United States Air Force Academy, Colorado 1995-1996

Executive Officer

Education

Executive Masters of Business Administration

- University of Idaho, Moscow, Idaho 2009
- Program emphasizes managing risk and complexity across diverse groups

Masters of Business Administration, Finance

- College of Santa Fe, Santa Fe, New Mexico 2000
- Number one in the class; sole recipient of the Presidential Academic Achievement Award – based on GPA and nomination from professors

Bachelor of Science in Political Science, Minor in Arabic

- United States Air Force Academy, USAFA, Colorado 1995
- Academic Order of Merit: 231/1002. Overall order of Merit: 196/1002
- Leadership positions: Squadron Executive Officer, Operations Officer, First Sergeant
- Glider Instructor Pilot, Basic Training Flight Commander