

## ***Position Profile***

***On behalf of our client, Andersen Corporation,  
CohenTaylor Executive Search Services  
is conducting a retained executive search for its***

Senior Marketing Director



## Andersen Corporation Fast Facts

- Andersen Corporation was founded in 1903, today Andersen is an international enterprise employing 12,000+ people in 15+ locations
- Andersen Corporation is a leader in the fields of: smart home technology, sustainability, installation ease, and energy efficiency
- For more than a century, Andersen has given back through volunteerism, sponsorship, and donations to organizations including Habitat for Humanity, United Way, American Red Cross, and Junior Achievement
- Andersen Corporation has been one of Yellowstone National Park's strategic allies in their commitment to make Yellowstone the "greenest" park in the world



For more information about Andersen Corporation, please visit their [website](#).



**Vision:** To make the world a better place by living up to the promise that everyone benefits from their association with Andersen.

**Values:** For more than a century, Andersen has been guided by a commitment to integrity, excellence, innovation, partnership, and corporate citizenship. For Andersen, being a responsible corporate citizen includes everything from developing innovative, comprehensive sustainability initiatives to supporting community programs and creating a safe environment for its employees and customers. Andersen's sustainability mission is to meet the needs of the present without compromising the needs of future generations.

**Integrity** - Taking pride in our commitment to do the right thing by demonstrating fairness, integrity, and high ethical standards in our actions.

**Innovation** - Upholding our legacy of innovation and embracing change in all areas of our business as a means of attaining and sustaining leadership.

**Partnership** - Cultivating successful relationships with everyone in our business circle and strengthening them through shared values, common goals and active participation.

**Excellence** - Building customer trust and loyalty by understanding and caring about exceeding customer expectations.

**Corporate Citizenship** - Continuing our longstanding commitment to leadership in environmental stewardship and the communities in which we live and work.



## The Organization

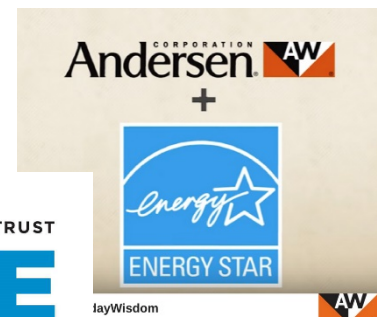
Andersen Corporation, ranked among Forbes America's Largest Private Companies, is the leader in the window and patio door industry. They have built their leadership on two enduring principles: being different and better in the eyes of their customers, and an "all together" philosophy of teamwork and commitment.

Andersen Corporation was founded in 1903 by Danish immigrant Hans Andersen and his family in Hudson, Wisconsin, where logs arrived via the St. Croix River. Andersen today is the largest window and patio door manufacturer in North America, and the market leader in its industry. Andersen Corporation possesses superior size and scale relative to its peers.

Andersen remains privately-owned. Headquartered in Bayport, Minnesota, adjacent to the Twin Cities, the company is internationally recognized for its 115-year history of commitment to its customers, suppliers, employees, shareholders, communities and environmental stewardship. Andersen employs more than 12,000 people who are committed to maintaining the company's enviable reputation for quality and innovation. The company's products are marketed throughout North America and in South America, Europe, Asia and the Middle East.

Andersen Corporation's iconic brands include:

- Andersen® Windows & Doors
- Renewal by Andersen® Window Replacement Services
- Andersen® Storm Doors
- Weiland® Doors



## The Role

The Senior Marketing Director for Andersen Corporation will lead the team that serves as the voice of Andersen Windows and Doors for North America. This includes starting with leveraging customer and market research to develop, manage, lead, and optimize highly effective go-to-market strategies. This leader is a key “steward” of the Andersen Brand, seeking to lead all Master Brand refinement, as well as ongoing enterprise Brand alignment efforts.

The Senior Marketing Director will guide and advance all Andersen Digital and Social Media efforts, including Andersen.com strategy and execution, Content development and amplification, and all aspects of Search and Display. This leader will also direct all external Trade show and internal Sales/Marketing annual events, building key customer and employee engagement touch points. The Senior Marketing Director will manage a team of segment marketers, responsible for key industry segments (e.g. Home Improvement, New Construction, Commercial, Architectural, Luxury). This leader is a key partner to the enterprise, collaborating with peers in Sales, Communications, Finance and R&D. Lastly, the Senior Marketing Director will be responsible for all Marketing Operations as well as managing the internal creative studio with creative asset development.

### Areas of Accountability:

- Digital/Social
- Brand/Creative/Ops
- Channel Marketing
- Home Improvement Segment
- New Residential Builders
- Commercial
- Luxury & Regional Marketing



### Primary Responsibilities:

#### Team

Continue to build and optimize a world class marketing team serving the Andersen Windows/Doors professional division, in lock step with key internal partners



#### Master Brand Management

Serve as a key Andersen Brand steward, disseminating the master brand principles, ensuring all internal and external facing materials are accretive to the Brand





## Strategy

Create both short- and long-term strategies for the Andersen Windows/Doors professional division, delivering ongoing financial targets, grounded in the voice of our customer, in partnership with our sales, analytics, public relations, giving, and sustainability teams

Ensure all marketing tactics are grounded in strategy and align to concise marketing briefing documents

## Innovation

Develop world class, break-through marketing executions, focusing on digital/social channels, as well as relevant traditional media, including print, radio, and in-store collateral

## Segment Marketing

Lead development of customized marketing plans for each sales segment, in lock-step with sales partners and customers

## Agency Management

Responsible for leading the selection, balance, and management of multiple agencies for a variety of marketing needs

## Measurement

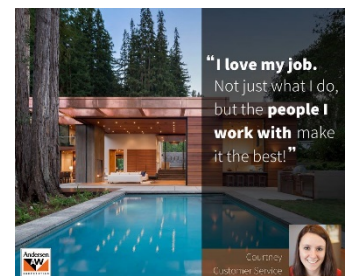
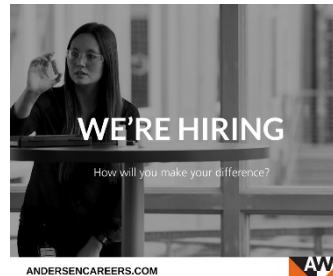
Responsible for measuring all Marketing activity and optimizing accordingly, in partnership with analytics and financial leadership

## Leadership of others

Provide development plans, performance reviews, training, leadership, career development, and conflict resolution.

Empower employees to perform assigned work by providing resources, tools and authority as necessary. Also provide leadership toward accomplishment of personal, professional, and corporate goals and encourage teamwork between groups

Maintain ongoing interaction with many departments, give frequent presentations to senior and executive management



## The Ideal Candidate

The ideal Senior Marketing Director will increase the capability and capacity of Andersen Corporation. While no one candidate will have all the criteria enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- Four-year college degree in business or marketing; MBA preferred
- 10+ years marketing experience in B2C or B2B environments
- Significant Social and Digital skills, ideally a “digital native” with a high degree of experience and comfort with navigating these highly relevant, continually changing tools
- Leadership skills to teach, train, and develop Marketing capabilities
- High-level analytical and research skills, and strong strategic thinking skills
- Influence management and negotiation skills to work cross-functionally with internal partners and clients
- Ability to set direction for the Marketing decision support requirements and manage resources to achieve goals and objectives on schedule
- Strong team building skills

**For more information or to send your credentials, please email [katie@cohentaylor.com](mailto:katie@cohentaylor.com)**

**All inquiries will remain confidential.**

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

The contractor will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the contractor's legal duty to furnish information.