



# Aurora Toth

Partner & CMO

## About Aurora

Aurora is an energetic, global brand leader, strategist and marketing expert who creates positive category disruption, emotional brand connections and experiences that drive loyalty and connection to community. A collaborative and dynamic executive and communicator who motivates teams and cultivates strong relationships, she formulates vision and effectively integrates across all levels of an organization—internally and externally. A classically trained brand marketer, Aurora is known for brand building and translating analytics into targeted and creative messaging and customer experience to deliver revenue growth.

## How Aurora has Helped Businesses Grow

- Delivered incremental revenue and profit developing customer-centric and innovative marketing strategies/communications while ensuring operational excellence at Bluestem Brands, a Top 100 Internet Retailer.
- Transformed the Country Inn & Suites and Park Plaza global brands, driving revenue through digital and traditional channels to franchise partners and corporate stakeholders at Carlson Rezidor Hotel Group.
- Developed consumer insights and strategies for three retail brands at Christopher & Banks Corp. Managed direct to consumer marketing, store promotions, creative strategies and implementation, and the organization's first CRM program.
- Launched five concepts in 18 months transforming Sam Goody into "The Entertainment Gathering Place" at The Musicland Group.
- Repositioned and revitalized the Media Play big box brand at Best Buy. Drove strategy, retargeting, creative platform and visual identity.
- Increased new store sales 20% YOY and reduced related grand opening expenses by 33% at Supervalu.

## Executive Marketing Experience

- Senior Vice President, Brand Marketing, Bluestem Brands, Inc.
- Vice President of Global Branding, Carlson Rezidor Hotel Group
- Vice President of Marketing, Christopher & Banks Corp.
- Vice President of Corporate Development/Innovation, Vice President of Marketing, The Musicland Group, Best Buy
- Director of Brand Management, Best Buy
- Director of Marketing, Supervalu, Inc.
- Brand Management, Procter & Gamble

## Expertise

### Industry Experience

- Retail
- Consumer
- Hospitality/Travel/Entertainment

### Specialties

- Omni-Channel Marketing
- Brand Strategy/Refresh
- Positioning & Messaging

## Education

- MBA, University of Minnesota
- B.A. Zoology, Miami University

## Contact Information

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