

Tom Pepe

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VP Marketing & Brand Executive | AI Transformation & Marketing Operating Models

Built engagement programs over 25+ years for a 1,500-employee organization and its 200,000+ agent and broker distribution network. Replaced fragmented tools, siloed teams, and manual workflows with measurable, scalable operating models. Combined brand strategy, systems thinking, governance, accessibility, and change management to turn AI capability into business fluency and usable products.

CORE COMPETENCIES

- AI-Enabled Marketing Operating Models
- Agentic Workflow Strategy
- Human-in-the-Loop Governance
- Marketing Automation & Orchestration
- Customer Experience Transformation
- AI Enablement & Adoption Programs
- MarTech Implementation & Governance
- Personalization & Segmentation Strategy
- Measurement Infrastructure & KPI Design
- Workflow Redesign & Low-Code Automation
- Cross-Functional Change Leadership
- Partner Ecosystem Marketing
- Analytics & Business Outcomes
- UX & Accessibility
- Brand Strategy
- People Leadership & Development
- Professional Learning & Training
- Event Management

EDUCATION & TRAINING

- B.S., Communication Studies & French | Millersville University of Pennsylvania, Millersville, PA – 2000
- Agentic AI Coursework | Stanford Continuing Studies – 2026
- Leadership Coursework | LinkedIn Learning 2009-2026, Stanford Continuing Studies – 2026
- AI Coursework | Anthropic Education – 2026
- Digital Marketing Certification | HubSpot Academy – 2025

PROFESSIONAL EXPERIENCE

INDEPENDENT PROJECTS & AI MARKETING TRANSFORMATION (2026)

- Designed an AI transformation methodology for SMB marketing operations — workflow redesign, manual-process automation, and practical governance frameworks for AI-enabled execution.
- Built a workflow assessment model and operations discovery framework that translates current-state marketing workflows into AI-augmented execution models.
- Developed agentic AI enablement frameworks, human-in-the-loop governance guardrails, and workflow orchestration models, validated through hands-on prototypes.
- Stanford Continuing Studies – Agentic AI in Action: From Concepts to Real-World Impact (May 2026) and Applied Enterprise AI: Building Real-World Impact at Scale (Jun 2026)

USLI, A BERKSHIRE HATHAWAY COMPANY - Wayne, PA (2009 - 2026)

- Second Vice President, Senior Brand Marketing Coordinator | Jul 2025 - May 2026
- Second Vice President, Director of Brand Strategy | Oct 2024 - Jul 2025
- Second Vice President, Director of Design | Dec 2019 - Oct 2024
- Second Vice President, Director of Design & Social Media | Dec 2014 - Dec 2019
- Assistant Vice President, Director of Design & Social Media | Jun 2012 - Dec 2014
- Assistant Vice President, Director of Graphics | Mar 2009 - Jun 2012

VANGUARD - Malvern, PA (2008)

- Interaction Designer, User-Centered Design (contractor) | Jul 2008 - Dec 2008

IDS SCHEER, CONSULTING & SOFTWARE - Berwyn, PA / Saarbruecken, Germany (2003 - 2008)

- Global Web Marketing Manager | Jan 2005 - Apr 2008
- Assistant Marketing Manager | Mar 2003 - Jan 2005

EARLY CAREER

- **Director of Multimedia, United AG Producers, Plymouth Meeting, PA | 2001 – 2003:** Created identity and branding for five companies; developed and managed distribution of print and digital marketing and sales tools. Led team of 3.
- **Public Relations Assistant & French/English Translator, Avenche Multimedia, Paris, France | 1998 – 1999:** Coordinated press coverage and media reporting for a French tourism-industry client; provided English translation, graphic design, marketing content, and general startup support for a team of five.

DETAILED PROFESSIONAL EXPERIENCE

2009 - 2026

USLI, A BERKSHIRE HATHAWAY COMPANY, Wayne, PA

Second Vice President, Senior Brand Marketing Coordinator | Jul 2025 - May 2026

Scope: Owned brand initiative execution, MarTech platform rollout, AI tool introduction, and marketing workflow modernization across a 200,000+ agent/broker distribution network and 1,500+ employee organization.

- Introduced an AI-enabled marketing operating model across the marketing function, combining generative AI tools, custom training, brand governance, and human-in-the-loop quality controls to improve speed, consistency, and responsible adoption at scale; expanded enablement to a multi-disciplinary audience as an AI Ambassador.
- Drove a 2x lift in daily landing page traffic and 35,000+ CTA interactions across a 200,000+ agent/broker audience through full-funnel channels including video, email, social, website, and promotional campaigns.
- Led discovery and vendor selection for an enterprise email signature platform (Exclaimer) planned for 1,500+ employees across four companies; partnered with the brand design team to build and launch the flagship USLI signature template, and developed the internal adoption communications plan.

Second Vice President, Director of Brand Strategy | Oct 2024 - Jul 2025

Scope: Led brand repositioning, MarTech infrastructure, customer engagement strategy, and 1,500-employee communications across U.S. and Canada distribution channels.

- Designed low-code workflow automations connecting Wufoo forms, Google Sheets, Zapier, email notifications, and Mailchimp journeys, reducing manual handoffs and enabling faster campaign, event, and stakeholder communications across distributed teams.
- Drove 460% growth in digital engagement and a 250% increase in email-driven agent/broker submissions within one year by leading an enterprise-wide brand repositioning through integrated omni-channel strategy and measurable customer engagement programs.
- Led discovery and vendor selection for MarTech platform adoption (HubSpot and CMS); supported implementation, training, and ongoing optimization across cross-functional stakeholders.
- Led the Canadian expansion of the Business Resource Center and grew U.S. platform usage 175% over 18 months through audience segmentation, targeted campaigns, webinar programming, and ongoing website optimization.

Second Vice President, Director of Design | Dec 2019 - Oct 2024

Second Vice President, Director of Design & Social Media | Dec 2014 - Dec 2019

Scope: Accountable for integrated marketing across product lines and distribution channels: full-funnel campaigns, creative operations, performance analytics, digital experiences, accessibility, and leadership of a cross-functional team plus external partners. Reported to COO.

- Replaced manual, IT-dependent marketing processes with governed self-service digital platforms, leading the marketing launch of USLI-SNAP (quoting engine) and the redesigned broker/agent portal across a nationwide distribution network; delivered a 67% increase in website traffic and 800% growth in lead conversions by removing friction from quote and resource-access workflows.
- Led a cross-functional creative team of 12+ and agency partners across high-volume deliverables; established quality gates, negotiated vendor pricing and managed contract spend, cut delivery times by 75%, and promoted multiple team members into leadership roles.
- Built brand performance programs tied to KPIs for awareness, marketing ROI, and broker/agent and policyholder engagement, establishing the measurement infrastructure needed to guide resource allocation across concurrent initiatives.

Assistant Vice President, Director of Design & Social Media | Jun 2012 - Dec 2014

Assistant Vice President, Director of Graphics | Mar 2009 - Jun 2012

Scope: Built marketing infrastructure from the ground up: team, technology, platforms, automation, and brand governance that established USLI's digital presence and partner marketing capability. Reported to COO.

- Designed, launched, and scaled the Business Resource Center, a managed partner ecosystem portal serving 200,000+ agents and brokers and over a million policyholders across the U.S.; co-owned vendor/partner curation, contract management; owned content governance, SEO/SEM, and integrated marketing strategy for 15+ years.
- Built the marketing automation foundation across email, journey workflows, CMS, and productivity platforms in partnership with IT and Compliance, creating the governed MarTech foundation for segmentation, personalization, campaign orchestration, and cleaner customer data; established governance, training, and optimization practices that improved campaign effectiveness and prepared the organization for more advanced AI-enabled execution.
- Designed and scaled a white-label digital marketing platform that reclaimed 90% of in-house creative capacity for strategic work and cut annual print/promotional costs from \$1M+ to under \$100K through vendor consolidation and automation.

VANGUARD, Malvern, PA**Interaction Designer, User-Centered Design | Jul 2008 - Dec 2008**

Scope: Contract UX role designing and testing consumer-facing enterprise prototypes in an Agile environment, informing business leadership decisions.

- Designed and launched a prototype review portal, reducing time for business leadership to evaluate usability, validate requirements, and make data-driven decisions.
- Partnered with engineering and product stakeholders in an Agile environment, presenting weekly prototypes to align user and governance needs, technical feasibility, and business requirements.
- Optimized the beneficiaries workflow by simplifying interactions, improving clarity, reducing user friction, and adding accessibility guardrails.

2003 – 2008

IDS SCHEER, CONSULTING & SOFTWARE, Berwyn, PA / Saarbruecken, Germany**Global Web Marketing Manager | Jan 2005 - Apr 2008****Assistant Marketing Manager | Mar 2003 - Jan 2005**

Scope: Global brand and digital marketing mandate inside a consulting and enterprise software firm, matrixed across 24 international markets during active M&A integration.

- Led a global CMS consolidation, unifying 24 self-managed country websites into a single governed platform and aligning international stakeholders with competing priorities across geographies and organizational boundaries.
- Coordinated brand and digital marketing strategy across SAP and Microsoft alliance relationships, producing partner-facing campaigns, events, training, and executive-level content that supported business development across multiple markets

TOOLS & TECHNOLOGIES

- **AI & Automation:** ChatGPT, Claude (Code & Cowork), MS Copilot/Studio & Power Automate, Google Gemini/Opal/Notebook LM, Adobe Firefly, Midjourney, Lovable, Vercel, Zapier
- **MarTech & Marketing Automation:** HubSpot, Mailchimp, Exclaimer, Google Analytics, Google Data Studio, SEO/SEM, LinkedIn Ads, Meta Ads, DAM
- **Web, UX & Content Systems:** WordPress, Umbraco, Webflow, Figma, Adobe Creative Cloud, Canva, Wistia, HTML/CSS, GitHub, WCAG
- **Collaboration & Delivery:** Microsoft Teams/Planner/Lists/SharePoint, Basecamp, Slack, Trello

LEADERSHIP & COMMUNITY

Mentor – USLI employees, interns, and French marketing/communications students | Co-founder/Facilitator, USLI Pride & Kaleidoscope DEI Programs | Advisory Council Member & Photography Instructor, Mercy Career & Technical High School | Reading Tutor, Norristown Area School District

INTERESTS

Portrait, landscape, and macro photography; generative AI art; neuroscience; tennis; trail running; cycling; dogs; travel; French language and culture; gardening; and baking.

PROFESSIONAL REFERENCES

Available upon request.