MYLES H. SWANN, DBA

mswann@coastal.edu ▪ 484.336.6309 ▪ http://www.linkedin.com/in/mylesswann ▪ Bluffton, SC

MARKETING LECTURER

Creating inclusive academic environments that engage diverse students across cultures and experiences.

Teaching and Research Areas of Interest:
Marketing, Hospitality and Tourism Management, Statistics, Business Administration, Direct Marketing Methods and Analytics

Senior marketing executive and faculty member offering 20+ years of diverse marketing experience, leadership and instruction. Bring deep professional network in e-commerce, financial services, gaming, hospitality, and market research as well as solid teaching background spanning public school system and higher education environments. Known as a dynamic mentor who empowers learners to bridge subject matter with real-world application and dedicated instructor who goes the extra mile to ensure student success.

Strategic Marketing • Data Mining • Direct Marketing Design & Optimization • Customer Segmentation • Team Training
CRM • Predictive Modeling • Public Speaking/Presentations • Statistical Analysis • Market Research Design & Analysis
Talent Development/Coaching • Technology Integration • Thought Leadership • Relationship Management • Learning
Technical: SAS Programming • SPSS • Python • Tableau • Big Data • AI/Machine Learning • Data Visualization
Educational Tools: Canvas, Blackboard, Moodle

EDUCATION

DOCTOR OF BUSINESS ADMINISTRATION, MARKETING • University of Florida, Gainesville, FL • 2021

Dissertation: *Cause-related Marketing in the Casino Gaming Industry*

Designation*: Scholarly Academic status through 2026*

MASTER OF SCIENCE, STATISTICS/MINOR IN BIOSTATISTICS • Rutgers University, New Brunswick, NJ • 1998

Technical Paper: *The Use of Heuristics in Design of Experiments*

MASTER OF SCIENCE, OPERATIONS RESEARCH/MINOR IN STATISTICS • University of Alabama, Huntsville, AL • 1991

Thesis: *Analysis of the Correlation between Hardness and Computed Tomography Values in Carbon Phenolic (Based on research and regression analysis conducted at NASA's Marshall Space Flight Center). Completed while serving as Research Assistant.*

Award: Recipient of departmental award for excellence in operations research

BACHELOR OF SCIENCE, MATHEMATICS AND ENGLISH EDUCATION • Auburn University, Auburn, AL • 1987

Award: Top 5% of class. Academic scholarship recipient.

INSTRUCTIONAL EXPERIENCE

COASTAL CAROLINA UNIVERSITY, Wall College of Business, Marketing Lecturer • Conway, SC — **Present**
Teach marketing-related courses in the Department of Marketing and Hospitality, Resort, and Tourism Management.

UNIVERSITY OF DELAWARE, Alfred Learner College of Business and Economics, Session Leader • Newark, DE — **2015**
Led mock interviews and career coaching sessions to better prepare international MBA students for graduation.

PAUL SMITH'S COLLEGE, Guest Presenter • Paul Smiths, NY — **2008**
Delivered presentation to introduce career opportunities in marketing to juniors/seniors at Hospitality Symposium.

TULANE UNIVERSITY, Adjunct Faculty • New Orleans, LA — **2004 to 2006**
Created curriculum content and assessments for undergraduate business students. *Courses: Advanced Database Marketing, Business Probability and Statistics, SPSS Programming, Gaming Statistics*

UNIVERSITY OF SOUTHERN MISSISSIPPI, Guest Lecturer • Hattiesburg, MS — **2003 to 2005**
Presented application of data mining and direct marketing methods within the tourism and hospitality industry. Taught seminars aligned with student learning objectives. Facilitated junior/senior undergraduate students through Q&A sessions.

Instructional Experience—Continued

UNIVERSITY OF NEVADA, LAS VEGAS, Guest Lecturer • Las Vegas, NV   **2003**

Developed and led undergraduate and MBA sessions on database marketing and customer segmentation.

Additional Early Public School Teaching Experience:

Hardaway High School, Columbus, GA, Mathematics Teacher

PROFESSIONAL EXPERIENCE

PRINCIPAL, Omega Decisions Group and Swann Gaming Group, LLC • Bluffton, SC   **2015 to Present**

Launched customized marketing consulting and analytics solutions firm to drive customer growth and retention. Provide marketing consulting, program design, and analytics support while collaborating with senior leadership to drive company growth strategy. Partial client list: NFL, Google, Nordstrom, AmeriGas, HauteLook, Turning Stone Casino Resort, Tulalip Casino Resort, Cherokee Nation Entertainment, and Superior Plus Propane.

Created strategic marketing and consulting practice that quickly grew to 20+ clients across multiple industries.

- **Presented marketing reinvestment strategy to major casino client which led to $12M annual savings and EBITDA boost.**
- **Built financial models successful in forecasting macro and customer levels within 3% of actual.**

SENIOR HOSPITALITY & GAMING INDUSTRY CONSULTANT, SAS • Cary, NC   **2020 to 2021**

Partnered with clients to identify and implement direct marketing and analytics solutions to improve business outcomes. Clients included companies in casino gaming, hotel, cruise line, and sports & entertainment industries.

Identified marketing solutions for industry leading clients including Caesars, Royal Caribbean, NFL, Foxwoods and more.

- **Developed suite of 4 go-to-market predictive marketing models proven to drive ROI and customer satisfaction.** Facilitated team to define scope. New collateral credited with empowering sales team efforts to grow business.
- **Bolstered sales opportunities 33% on multi-channel marketing platform after partnering to lead product demo.**

VICE PRESIDENT OF MARKETING/CONSULTANT, Superior Plus Energy Services • Rochester, NY   **2017 to 2020**

Led strategic planning and budget development for corporate marketing department. Directed marketing agencies while rolling out commercial sales and consumer growth tactics including geo-based marketing campaigns utilizing digital, social media, and traditional direct marketing. While initially hired as VP on 6-month contract, opportunity extended to 1.5+ years, followed by additional year of consulting support focused on overhauling marketing function at this national energy services provider.

Transformed marketing function within 1-year and rocketed average new account value 700%.

- **Created RFP, recruited candidate firms, reviewed proposals, and hired new marketing agency**. Selected vendor to execute more targeted omni-channel digital and direct campaigns.
- **Devised strategic marketing plan and budget that included significant attention to staff alignment and coaching**. Executed training, provided one-one-one coaching, and ensured team was supported during major transition.
- **Constructed segmentation model to profile indicators of high worth prospects that resulted in a 700%+ increase** in new account value and 10% growth across new residential and commercial accounts.

CORPORATE VICE PRESIDENT OF CRM, Penn National Gaming, Inc. • Wyomissing, PA   **2006 to 2015**

Led direct marketing and business intelligence at one of the world's largest gaming and hospitality companies. Collaborated with C-suite executive team to conduct operating reviews, budgeting, and strategic planning initiatives. Architected data-driven direct marketing and digital strategies to grow revenue while managing department personnel and mentoring emerging leaders.

Built strong teams and delivered strategic unification across 20 locations via mentoring, teaching, and coaching.

Penn National Gaming, Inc—Continued

- **Orchestrated multiple educational training programs that improved onboarding and new employee effectiveness.** Built training curriculum and led numerous sessions.

- **Generated $6M+ in savings at one property and $18M increase in revenue at another by utilizing data to drive strategy.** Redesigned customer segmentation and reinvestment approach. Identified and realigned inefficient marketing programs.

- **Consistently improved revenue and margins at underperforming locations via staff mentoring/team coaching.** Evaluated strategies, identified root causes of subpar marketing results, and worked closely with teams to implement changes.

- **Built and directed corporate direct marketing and analytics group to ensure strategic consistency across 18 locations.** Devised standards for program implementation, hired analytics/marketing team, conducted all team training.

- **Served as senior mentor to junior/newly-promoted marketing directors and VPs.** Collaborated with executive leadership and mentee to develop objectives, held regular sessions and checkpoints, conducted one-on-one coaching and feedback.

EARLY CAREER

CORPORATE SENIOR DIRECTOR OF DIRECT MARKETING, Isle of Capri Casinos, Inc. • Biloxi, MS   2002 to 2006

PARTNER, Guidance Research, Inc. • Atlanta, GA   2000 to 2001

SR. MANAGER OF MARKET RESEARCH ANALYTICS, Decisive Technology • Mountainview, CA   1998 to 2000

Additional: Consultant, Merrill Lynch | Sr. Statistician, Maritz Marketing Research | Operations Research Analyst, CAS Inc.

THOUGHT LEADERSHIP/PRESENTATIONS

The Role of Analytics in Discovering and Prioritizing Customer Marketing Opportunities
Presenter: Casino Marketing and Technology Conference, 2018

The Role of CRM Practices and Software Application Selection
Presenter: Casino Marketing and Technology Conference, 2017

Loyalty Marketing
Panel Member: Southern Gaming Summit, 2005

Direct Marketing Analytics in the Gaming Industry
Presenter: Direct Marketing Association, 2004

MILITARY SERVICE

U.S. Army National Guard / U.S. Army, Combat Medic and Practical Nursing Specialist 1988 to 1994
Initial Ready Reserve 1994 to 1996