

Chris J. Bash, MBA

Marketing Executive | Revenue Growth • Demand Generation • Brand Strategy

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SUMMARY

Marketing and communications leader with 20+ years of experience developing go-to-market strategies, building scalable marketing programs and operating infrastructure, and leading transformation across financial services, technology, education, healthcare, and mission-driven organizations. Proven ability to align marketing, sales, and executive stakeholders around growth priorities, translate market and performance insights into actionable strategies, and drive measurable business outcomes.

SELECTED IMPACT

- Built statewide education advocacy marketing engine that doubled supporter database and contributed to passage of \$60M facilities funding legislation.
- Supported \$1.7B in new business growth initiatives and AUM expansion from \$140B to \$230B at Dimensional Fund Advisors.
- Developed B2B storytelling, sales enablement, and market positioning strategies across finance, education, healthcare, and technology sectors.
- Built community growth platform to 4,500+ members through digital engagement, partnerships, events, and lifecycle communications.

CORE COMPETENCIES

Go-to-Market Strategy | Strategic Marketing Planning | Marketing Transformation | Demand Generation | Marketing Analytics & Attribution | Sales & Marketing Alignment | Executive Communications | Customer Segmentation | Competitive Positioning | Cross-Functional Leadership

MARKETING LEADERSHIP EXPERIENCE

Marketing & Branding Consultant

Bash Branding & Marketing, Austin, Texas | 2019–Present

- Advise education, nonprofit, and growth-stage organizations on positioning, go-to-market strategy, audience acquisition, and digital growth initiatives.
- Develop customer-focused messaging frameworks, campaigns, and content strategies that increase awareness, engagement, and conversion.
- Partner with executives to align brand, revenue objectives, and stakeholder communications across channels.

Vice President of Marketing (Contract)

U.S. Money Reserve, Austin, Texas | 2023

National distributor of government-issued gold, silver, and precious metals

- Developed a Q4 marketing operating plan and performance framework to improve strategic prioritization, ROI visibility, and investment decisions across direct-response marketing programs.
- Led marketing strategy, creative direction, and cross-functional alignment during an ownership transition.
- Partnered with sales and executive leadership to optimize direct-response marketing programs, customer acquisition strategies, and campaign performance.

Corporate Director of Marketing

O'Connell Robertson, Austin, Texas | 2020

Architecture/engineering firm specializing in K–12, higher education, and healthcare design

- Directed marketing and communications for an architecture/engineering firm serving K–12, higher education, and healthcare markets.
- Managed brand strategy, demand-support campaigns, proposals, PR, budgets, marketing operations, and cross-functional workflows.
- Collaborated with principals and market leaders to identify growth opportunities and improve external positioning.

Director of Marketing

Texas Public Charter Schools Association, Austin, Texas | 2015–2019

Statewide nonprofit supporting and advocating for public charter schools

- Led marketing technology and engagement transformation from VoterVoice to NationBuilder, establishing more scalable audience, communications, and advocacy infrastructure while more than doubling the organization's contact database.
- Built and executed statewide growth marketing strategy engaging families, educators, school leaders, policymakers, and community advocates.
- More than doubled supporter database through CRM migration, digital campaigns, events, targeted messaging, and audience segmentation.
- Developed thought leadership, storytelling, video, content, and bilingual campaigns simplifying complex education issues for diverse audiences.
- Partnered with government affairs, school executives, and external agencies to align messaging and strengthen market presence.
- Helped secure \$60M in facilities funding through integrated advocacy, communications, and grassroots engagement campaigns.

Senior Marketing Strategist & Creative Lead

Dimensional Fund Advisors, Austin, Texas | 2007–2015

Global investment management firm translating academic research into practical investment solutions

- Developed B2B marketing, sales enablement, and advisor-facing communications supporting AUM growth from \$140B to \$230B.
- Built positioning, content, and campaign strategies translating complex financial research into compelling customer narratives.
- Supported Defined Contribution growth initiatives reaching \$15B milestone through targeted market messaging and sales tools.
- Improved operational efficiency through vendor optimization, reducing annual production costs by 35%.

EARLIER CAREER IN CREATIVE, BRAND & AGENCY LEADERSHIP

Built foundation in B2B technology marketing and creative leadership through roles supporting global technology companies including National Instruments and Freescale Semiconductor, as well as agency clients across sports, financial services, real estate, and consumer markets. Developed expertise in product storytelling, integrated campaigns, customer communications, and cross-functional execution

EDUCATION, NONPROFIT & COMMUNITY LEADERSHIP

VP, Board of Directors / Marketing & Communications Chair

Texas School for the Deaf Foundation | 2018–2023

Statewide nonprofit supporting educational opportunities and resources for deaf and hard-of-hearing students across Texas

- Led marketing and communications strategy supporting awareness, donor engagement, community growth, and student-focused initiatives.
- Developed mission-driven storytelling, campaigns, and stakeholder communications connecting educators, families, donors, and community partners.
- Partnered with board members, school leadership, and external stakeholders to strengthen organizational visibility and advance strategic priorities.

Founder & Chief Marketing Officer

Exercise & Excess, LLC, Austin, Texas | 2012–Present

Lifestyle and community engagement brand combining digital growth, partnerships, events, and recurring member experiences

- Built and scaled community platform to 4,500+ members through organic growth strategies, content, partnerships, and engagement campaigns.
- Developed audience acquisition, retention, and lifecycle engagement programs supporting consistent participation and community growth.
- Created sponsorship opportunities and strategic partnerships that expanded brand reach and generated recurring revenue opportunities.
- Managed brand identity, digital channels, events, merchandise, and customer experience across all touchpoints.

Director of Philanthropy & Marketing Strategy

Front Steps, Inc., Austin, Texas | 2021–2022

Community impact organization focused on housing solutions, services, and pathways toward stability

- Developed integrated marketing, fundraising, and donor engagement campaigns supporting organizational growth initiatives.
- Built messaging strategies and stakeholder communications during a period of organizational transition.
- Strengthened community awareness through digital storytelling, partnerships, grants, and outreach campaigns.

TECHNOLOGY & TOOLS

- HubSpot • Salesforce • Google Analytics • Marketing Automation • CRM Management • Email Marketing Platforms
- SEO/SEM Tools • WordPress • Adobe Creative Suite • AI Productivity Tools

EDUCATION

Executive MBA – Texas Tech University, Rawls College of Business (GPA 3.44)

B.A. Advertising – Texas Tech University (GPA 3.76 Cum Laude)