

HEIDI E. BAILEY

UPDATED AS OF MAY 2025

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KEY STRENGTHS

Higher Education Teaching and Mentorship | Global Team Leadership | Brand Management | Digital Marketing | Strategic Marketing Planning and Execution | Consumer Relationship Marketing | Content Marketing | Partnership Management | New Product Development

EDUCATION & COMMUNITY ENGAGEMENT

Master in Business Administration, Western New England College
Bachelor in Business Administration, University of Massachusetts, Amherst

October 1994
May 1987

Recent Courses and Certificates:

Essential Partners, Dialogic Classroom Certificate, January 2025
LinkedIn, Personal Brand Management Certificates, 2024
Harvard Business School Online, Sustainable Business Strategy Certificate Course, February 2020
Cornell University, Digital Marketing Certificate Course, Fall 2017
Disney Institute, Disney's Approach to Business Excellence, Fall 2016
University of Connecticut, Digital Media for Business, Graduate Course, Fall 2015

University of Connecticut – Student Mentoring and Service Experience

Advisor for UConn Marketing Society, 2023-present
Advisor to 21 Marketing Students annually, 2023-present
Faculty Liaison to UConn Business Connections Learning Community, 2023-present
Judge for UConn – Mannheim Case Competition, March 2024
Judge for CIBER International Business Case Challenge, 2017 and 2019
Speaker for CIBER Global Business Leadership Seminar Series, February 2017
Mentored Marketing Students in research project for LEGO Systems, 2015
YSEALI Host Family, Spring 2018

Isenberg School of Management, University of Massachusetts, Amherst – Student Mentoring Experience

Board Member, UMass Cornerstone Initiative: 2024 to present
Women of Isenberg Conference: Leadership Skills, 2017; Careers in Marketing, 2018; Corporate Confidence, 2019
Mentored Honor's Marketing students in annual research projects for LEGO Systems, 2009-2014
Guest Speaker in "Managerial Perspective on Marketing Strategy" course, 2007, 2014, 2016

YMCA, Board Member –Fundraising Event Chair, March 2017- 2024

PROFESSIONAL EXPERIENCE

UNIVERSITY OF CONNECTICUT, SCHOOL OF BUSINESS

INSTRUCTOR-IN-RESIDENCE

AUGUST 2023 – PRESENT

VISITING INSTRUCTOR

AUGUST 2018 – JULY 2023

- Co-created a new Personal Brand Management course in 2023 and then updated curriculum in 2024 to meet UConn Common Core Curriculum with a focus on Teaching Objectives related to:
 - Creativity – Students will be able to assess the importance of creativity, ideation, innovation, and/or technical design output to individuals, organizations, society, and/or various fields of study. Students will be able to design or create new ideas, mechanisms, methodologies, artistic works, and/or products.
 - Cultural Dimensions of Human Experience -- Students will be able to analyze cultures in a given society in their historical, linguistic, and/or sociopolitical context through an understanding of a broad array of historical actors, narratives, artistic forms, power structures, technologies, and/or beliefs. Students will be able to engage in perspectives in the global community, distinguish their own cultural patterns, and, through a process of dialogue and/or critical self-reflection, respond flexibly to multiple worldviews).

- Instruct students in MKTG 4997w Honors Marketing Thesis course, MKTG 4362 Marketing Strategy and Planning, MKTG 3101 Introduction to Marketing Management, MKTG 3208 Consumer Behavior, MKTG 4899 Independent Study, BLAW/HRTS 3254 Business Solutions to Societal Challenges, MKTG 2237 Personal Brand Management, BUSN 3005 Career Planning.
- Develop online discussion boards for Consumer Behavior and Intro to Marketing courses to enhance student interaction, engagement and understanding of material. Support and motivate students to develop into valuable team members. Recruit guest speakers with Brand Management and Director of Marketing experience to share real-world marketing plan examples
- In 2021, developed new course syllabus for BLAW/HRTS 3254 Business Solutions to Societal Challenges.
- Developed new course syllabus for MKTG 4997w Honors Marketing Thesis course. In 2019, students acted as marketing consultants to [UConn Extension](#) to revitalize [Connecticut Environmental Action Day \(CEAD\)](#). This 4-H program brings middle school students to the UConn Storrs campus where they work with UConn faculty, staff and students to learn about environmental issues. The Honors students conducted marketing research and created a marketing plan to recruit UConn student volunteers for CEAD. They also planned and implemented a Social Media campaign to encourage UConn students to take the [#ClimateChangeChallenge](#) and then post their actions using [#ExtendtheChange](#) to encourage friends and families to do the same.
- In 2019-2020, advise the MKTG 4997w Honors Marketing students in researching an interdisciplinary approach to sustaining CEAD as an annual event and increasing faculty and student volunteer engagement with CEAD and the [#ClimateChangeChallenge](#). <https://environmentalaction.extension.uconn.edu/>

**UNIVERSITY OF MASSACHUSETTS, ISENBURG SCHOOL OF MANAGEMENT
VISITING LECTURER**

AUGUST 2021– PRESENT

- Each Fall semester, teach MK 499J&K Tools for Professional Success Honors Marketing course.
- In Academic Year 2022-2023, Full-time Lecturer teaching MK 421 Product Management, MK 410 Consumer Behavior, MK 301 Fundamentals of Marketing, and MK 499J&K Tools for Professional Success

**UNIVERSITY OF CONNECTICUT, STAMFORD AND WATERBURY
ADJUNCT INSTRUCTOR, SCHOOL OF BUSINESS, CAREER PLANNING COURSE**

AUGUST 2017 – MAY 2018

LEGO SYSTEMS INC. ENFIELD, CT

LATIN AMERICA MARKETING MANAGER (MATERNITY COVER)

AUGUST – NOVEMBER 2017

- Lead 2017–2018 Marketing Plans in Central and South America (excluding Brazil). Quickly build relationships and understanding of Latin America market dynamics. Sell-in 2018 Product and Marketing Plan to distributors. Develop visual boards for Brand and Sales review to increase collaboration, drive increased sales and return on marketing investment. Create proposal for U.S. Hispanic marketing integration.

BRAND MANAGER, LEGO DISNEY PRINCESS, LEGO FROZEN, LEGO MOANA AND LEGO ELVES

2015 – 2016

- Contracted for 10 months as maternity cover for Brand lead on two product lines totaling \$77 million in US business.
- Secured Disney support for LEGO Disney Princess building events with top retailers, social support for LEGO Frozen co-developed content, and off-shelf opportunities in conjunction with theatrical release of Moana and Beauty & the Beast films.
- Increased LEGO Elves sales via digital support and provided input on new LEGO Elves content and product direction.
- Presented product, marketing plan and storyline to US retail stakeholders resulting in increased orders.

SENIOR MARKETING MANAGER, GROWTH MARKETS

2013 – 2015

- Global LEGO Club Leadership Team Member:
 - Set global vision, mission, objectives, strategy and budget in partnership with global leaders.
 - Led LEGO Club Marketing Managers in US, Canada, UK, France and Australia who delivered global and local print, digital and in-person marketing content and experiences to members in their region.
 - Increased global membership to 5 million members in 17 countries while driving increased purchase retention.
 - Secured funding and execution of new digital App to drive physical/digital engagement.

- Created initial proposal for LEGO Club App to drive digital, globally scalable experience focused on personalized membership engagement and recognition. Proposal secured funding for preliminary development.

SENIOR BRAND MANAGER, LEGO CLUB AND LEGO MASTER BUILDER ACADEMY

2009 - 2013

- Managed growth of LEGO Club multi-channel brand loyalty experience:
 - Increased global membership to 4.5 million members driving a 75% purchase retention rate and 2-3 times purchase frequency among LEGO Club members vs. non-members based on Market Factor Analysis (MFA).
 - Acted as Producer for **LEGO Club YouTube** site featuring LEGO Club TV content and worked with LEGO Social Media team to transition viewers to new, Global LEGO YouTube site.
 - Pitched and secured funding for LEGO Club Interactive Magazine and redesigned LEGO Club website.
 - Collaborated with marketing teams in US, Canada, Europe and Australia to set market level budget, membership and content strategy that delivered strong Marketing Return on Spend.
- Achieved \$9.5 million in sales for LEGO Master Builder Academy. Created 3-year Business Plan and led development and marketing of LEGO Master Builder Academy paid subscriptions in collaboration with PMD, Future Lab, CMA, D2C, Supply Chain, IT and Sales teams. Co-created integrated video and digital experiences for LEGO Master Builder Academy website.

SENIOR BRAND MANAGER, LEGO CLUB AND LEGO BRICKMASTER

2003 - 2009

- Led and developed Global LEGO Club Editorial team and North America Marketing Managers, consistently reaching or exceeding membership, incremental purchase and Brand Affinity targets.
- Co-created **LEGO Club TV channel on YouTube** and act as Producer for innovative new, bi-monthly **LEGO Club Show**.
- Initiated development of **LEGO Club e-mail newsletter** to drive engagement and recruitment, and lead Managers and Editorial team to execute it in collaboration with LEGO Digital team and external vendors.
- Created innovative new paid physical-digital experience – **LEGO BrickMaster** – reaching 160,000 paid subscribers.
- Partnered with LEGO Education to create **LEGO Club School Edition Magazine and Teacher's Guide**. Reached one million students that drove in-school and after school engagement among teachers and children in grades K-5.
- Coached team to deliver new LEGO Club experiences at LEGO Stores, LEGOLAND, LEGO Kids Fest and San Diego Comic Con events to drive engagement, traffic, purchase and recruitment.

Brand Manager, Community

2000-2002

- Collaborated with EU colleagues on transitioning LEGO Club to aligned global program. Manage global development budget. Share best practice and recommendations on membership forecasting, content and methods to drive and measure increased purchase retention and frequency via ongoing member/non-member research.
- Partnered with DC Comics on BIONICLE Comic to firmly establish authentic and compelling ongoing storyline.
- Negotiated LEGO Club and LEGOLAND Partnership agreement: Established LEGO Clubhouse at LEGOLAND California, LEGO Club weekends 3 times per year, LEGO Club Magazine advertising rate, and ongoing LEGO Club recruitment in Parks and Discovery Centers. Managed world record breaking LEGO Club Kidvention Event at LEGOLAND California.
- Led writing team and developed integrated marketing campaigns in collaboration with local and global colleagues.

Direct Marketing Manager

1998-2000

- Developed and launched LEGO Club website offering members unique LEGO Club ID to register their high score in games, post to the first LEGO Gallery, interact on Message Board and via Comic captions contests, find Event information and special news, and sign up to receive LEGO Club Magazine.
- Collaborated with Lucasfilms to create special LEGO Club content for launch of LEGO Star Wars.
- Co-created LEGO Preschool "Catazine" with Brand Marketing team to build LEGO DUPLO brand awareness and relationships with preschool Moms. Then transitioned the relationship to reach the child via LEGO Club at age 5.

Assistant Direct Marketing Manager, LEGO Club and LEGO Shop at Home

1992-1998

- Created Business Case to grow LEGO Club from 120,000 members to 1 million members.
- Managed LEGO Shop at Home merchandising, sales forecast and buyer base recruitment to drive sales growth.