

# JON BEKEFY

## MARKETING LEADERSHIP

hello@jonbekefy.com

### **Profile**

Executive marketing leader—with deep brand expertise—who excels at identifying internal strengths and stories to elevate commerce into community, and scale. Consumer-centric strategist based on entrepreneurial background of successful start-up, and Fortune 500 experiences. Proven success of engaging consumers and increasing relevancy through product positioning, creative and content, paid media, and experiential building integrated funnel and channel strategies. Promoted 3 times in 4 years at Harley-Davidson due to organizational impact.

### **Core Proficiencies**

Executive Leadership  
Adept Oral and Written Communicator  
Analytical Leader  
Global Budget Planning  
Global Marketing Strategy  
Brand Strategy and Consumer Positioning  
Digital Marketing and Growth  
Cross-functional Team Leader  
Team Building, Hiring, DEI  
Creative Director  
Retail Design, Execution, and Operation

## EXPERIENCE

### **LiveWire EV**

#### **Head of Marketing // 2021-Current**

Executive Leadership and team member for SPAC deal  
Successfully negotiated NYSE listing package for bell-ringing and first day of trading  
Lead strategy and creative for customer acquisition across SEM, paid, social, display, and video  
Authored brand strategy, positioning, mission & vision  
Creative Director for all brand and product marketing content  
Pioneered retail design strategy; opened Malibu Experience Center in 2022  
On track to Achieve 60% market share in year 1  
100% month-over-month growth via digital, paid, and SEO  
Author of corporate strategy, pitch deck, and BOD materials  
Recruited and hired global marketing team of 12, with 100% growth planned in 2023  
Implemented new talent and ambassador roles for organic social and go to market  
Global marketing budget owner

### **Harley-Davidson**

#### **GM of Global Brand // 2019-2021**

Senior Leadership  
Authored 2020 corporate mission and vision statements for corporate positioning  
Rewrote brand guidelines, voice & tone, and press strategy  
Allocated, prioritized, and leveraged 155m global marketing budget to achieve profitability  
Revamped and hired in-house global content, and creative teams; saving 10s of millions in fees  
Initiated new go to market process and product launch categorization and budget allocation  
Created new talent, athlete, influencer, and celebrity scouting and management programs  
Elected to cross-functional Motorcycle Strategy, EV Portfolio, and Urban Mobility Teams  
Global team leader of 40 employees in three regions

### **Harley-Davidson**

## **STACYC Board of Directors // 2021-Current**

Liaised and guided product marketing, consumer segmentation, and paid marketing strategies

## **Harley-Davidson**

### **EV Go to Market // 2018-2019**

Produced zero cost, zero delay LiveWire retail release due to outstanding readiness planning

Budget reporting and P&L for EV business

Primary stakeholder for Chargepoint and Electrify America partnerships

Project director for Long Way Up with Apple TV & Ewan McGregor

## **Triumph Motorcycles**

### **Marketing Director // 2017-2018**

Prepared and allocated annual US marketing budget of \$4m achieving wholesale targets

Senior leader and director of a team of 8 including content and editorial strategy

Coordinated 3 national tours with nearly 250 stops, generating 15,000 new leads

Reduced CPL cost 30% through media strategy, targeting & creative

Decision-maker on national motorsports, influencers and events

Senior contributor in all subsidiary marketing meetings

Fostered all editorial and media outreach and relationships for North America

Coordinated agency of record and all third-party vendors for event and demo programs

## **Alta Motors**

### **Marketing Director // 2016-2017**

Senior leader and contributor to earning Series A & B funding; \$35m

Portfolio Management team

Built 60+ dealer network in US, in the first 6 months of retail operations

Drafted marketing team structure, and coached 8 direct reports in North America

Media outreach, public speaking, and board presenter/reporting

First EV motor company to compete in global Red Bull event

Developed organic partnerships with Red Bull Media to generate content and reach consumers

Art Director for web redesign and all visual and ambassador generated content

Primary contact for all editorial and media for press, corporate comms and investor relations

## **Mission Motors**

### **Director of Marketing // 2013-2016**

Contributor to pitch decks, mission & vision, and Series A funding

Conceived and executed corporate marketing, product positioning, and go-to-market strategy

Writer and designer of all product positioning briefs and messaging hierarchy

Manager for all media relations, placement and messaging

Creative director on all design, copy, content, and imagery

Rebranded corporate identity and messaging, repositioning company for ESG investors

Product Manager and integration manager for development, engineering, and sales teams

Segmented sales funnel and nurtured all relationships with 200 early stage consumers

Presented pitch decks to Series A, Angel, and VC Investors

Implemented budget planning and marketing spend for Series A investment

## **Education**

University of Delaware, BA History

University of San Francisco Masters Program History

**Me**

<https://www.linkedin.com/in/jonbekefy/>

[hello@jonbekefy.com](mailto:hello@jonbekefy.com)

Chicago, Illinois

415-497-1923