



Lillian Cho

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## Executive Biography

As a transformational executive and visionary digital marketer with foresight and imagination, Lillian Cho has an impressive history of surpassing ambitious business goals and creating revolutionary growth strategies for diverse enterprises. She has a consistent record of positioning organizations for success, spurring multimillion-dollar profits, increasing market share, and demonstrating a profound dedication to audience engagement. With a knack for building and motivating top-performing teams, Lillian is always ready to hit the ground running and deliver results quickly.

Lillian is the Chief Marketing Officer of a Global Television and Internet Media Company, where she grew the global audience to 50 million TV viewers, 2.4+ million Facebook fans, 650,000 magazine subscribers, and 3.25 million monthly callers. Under her leadership, the organization published 800 book titles and distributed 2.7 million monthly mailings.

She restored the organization, which was suffering from an \$11 million loss, to profitability, by creating 5 of the organization's top-selling products, including a proprietary online community, a 24-hour broadcast network, and an Internet news magazine. She introduced an integrated digital marketing strategy that focused on conversions, loyalty, and retention via phone, social media, email, web, mobile, and streaming media.

### Digital Marketing Executive

- **Garnered 50 Million TV Viewers**
- **Got 2.4+ Million Facebook Fans**
- **Received Numerous Awards**
- **Transformed Global Businesses**
- **Leveraged Cutting-Edge Tech**
- **Led Team of 1,600+**
- **Managed \$495M P&L**

Her efforts increased leads 260%, conversions 230%, retention 60%, reactivations 90%, and incoming calls by 2+ million per year without expanding overhead. By energizing the audience with compelling content, she drove 40,000 podcast downloads per week, and dramatically grew viewership after launching the TV network on Roku and Amazon.

### Notable Awards:

- Chicago Innovator of the Year Award
- Chicago Top 20 Executive in Technology
- WC Magazine Editor's Choice Award
- High Technology EXPO Best of Show
- MarCom Solutions EXPO Award
- Silicon Alley's Top 100 Chicago Internet Industry Executives (2x)
- #1 Product for Real-Time, Online Customer Support
- Chicago SBA Entrepreneur Success Advocate of the Year
- Editor's Choice Award, Chicago Tech Magazine
- Distinguished Leadership Award, Chi-Town Coalition

Prior to this role, Lillian was the Chief Executive Officer of eTime Communications, where she built this provider of integrated customer interaction management (CIM) solutions from the ground up to become an industry leader. She grew the business to 600 global employees, \$105 million, and 2,500 customers while acquiring 40+ Fortune 500 accounts. After establishing a world-class executive team, she reduced costs 45%, raised \$25+ million in venture capital, increased shareholder value 20%, and prepared the company for its initial public offering.

With powerful product strategies, she garnered a 270% revenue increase and numerous industry awards. In this capacity, Lillian developed a sterling reputation as an industry expert by speaking regularly at industry conferences and frequently being quoted in the press. She was featured on CNN, CNBC, ABC radio, and served as keynote speaker for ABC's Entrepreneurs Day. By cultivating strategic relationships with Yahoo, FTD, Phoenix University, and Verizon, she was able to quickly generate tens of millions of dollars.

Lillian has a Bachelor's Degree and Master's Degree from Chicago State University. She is a Certified Digital Marketer.

