

# Mike Hattenschweiler

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## Profile

Strategic creative marketing executive with over 20 years of proven success transforming business objectives into revenue-driving customer experiences across healthcare and specialty retail sectors. Known for building high-performance creative teams and fostering strong stakeholder partnerships to deliver innovative marketing solutions that consistently exceed sales targets while deepening brand engagement. Demonstrated expertise in leading in-house agency teams, developing top talent, and orchestrating integrated marketing programs that drive measurable business growth.

## Competencies

Brand Strategy & Development  
Marketing & Advertising Strategy  
Creative Campaign Leadership  
Digital & Social Media Marketing  
Content Creation & Storytelling  
Team Management & Leadership

Visual Design & Art Direction  
Customer Experience Enhancement  
Agency Management  
Print Production  
Project Management & Budgeting  
Sales Growth & Performance Optimization

## Experience

### **Director, Environmental Design, Retail & Digital; Party City June—December 2024**

#### **Senior Manager, Environmental Design; Party City 2022—2024**

- Directed multidisciplinary design team of graphic designers, environmental design specialists, and production artists in creating and implementing enterprise-wide visual merchandising programs across Party City locations.
- Led cross-functional design of Next-Gen store experience, directing implementation of innovative navigation systems, promotional and brand touchpoints that increased same-store sales by 4% through enhanced customer engagement.
- Led strategic development and implementation of seasonal Halloween retail experiences, including custom merchandising displays and branded signage that drove customer engagement and enhanced product visibility.
- Orchestrated comprehensive Halloween marketing strategy across omnichannel touchpoints including retail, digital, social media, and direct mail platforms, driving year-over-year comparable sales growth.
- Developed and implemented cross-functional merchandising initiative for balloon category, introducing premium bundle pricing strategy that optimized average transaction value and increased revenue by 6%.
- Conceptualized and executed integrated marketing campaign for premium latex balloon line, leveraging both in-store visual merchandising and digital channels to maximize customer engagement.
- Directed analytics-driven optimization of e-commerce product pages through implementation of industry best practices, achieving 30% improvement in conversion rates.

#### **Principal Consultant; Wild Rabbit Consulting 2019—2022**

- Focused on retail and CPG brands to optimize point-of-sale solutions, driving enhanced customer engagement and sales performance through strategic recommendations.
- Expertise in comprehensive retail design, including development of permanent and temporary displays and customer-facing communications to maximize brand impact at point of purchase.

**Director, In-Store Marketing Development; Walgreens 2017—2019**

- Led a team dedicated to supporting high-level emerging business pilots and partnerships.
- Responsible for creating, managing, and producing all marketing materials to announce, educate, and promote new services in retail and digital spaces.
- Provided creative consulting on new health partnerships that focused on primary care physicians and healthcare resources.
- Offered thought leadership on the new promotional shelf tag program, which reduced sales force labor by over 20% and increased sales by more than 5%.
- Developed a simplified end-stand program that reduced store complexity during monthly changeouts and decreased the budget.
- Collaborated with the in-store design director to ensure that positive learnings were integrated into larger store programs.

**Director, In-store Marketing Design; Walgreens 2010—2017**

- Oversaw in-store signage and display program including planning, creative development and production of monthly sign kit for over 8000 locations.
- Led cross-functional team to optimize signage in all Walgreens locations. Improved customer perception and elevated brand perception.
- Reduced overall signage spend by 20% while increasing execution by 40%.
- Built process to simplify designing and executing store displays that increased store execution and display effectiveness.
- Wrote signage and display guidelines for all areas of Walgreens stores for internal and external partners.
- Planned and executed in-store communications for flu vaccine program that resulted in highest customer engagement to date.
- Formed in-store awareness plan to launch Walgreens first nationwide loyalty program.
- Managed monthly store communication materials that built internal brand awareness and increased store participation of marketing signage and display programs.

**Manager, Visual Merchandising & Creative Services; Walgreens 2006—2010**

- Led creative teams that designed all in-store communication and point-of-sale materials.
- Responsible for annual signage budget in excess of \$18M per year.
- Played critical role in cross-functional Drug Store of the Future committee.
- Managed agency tasked with developing the visual identity of the Walgreens brand and new in-store environment.
- Coordinated multi-department task force charged with evaluating new displays and developing more cost-effective ways of advertising.
- Creative consultant on circular redesign project.
- Branding consultant for internal and external stakeholders throughout Walgreens.
- Collaborated with outside agencies to develop marketing plans based on insight.
- Helped establish world's largest electronic spectacular in New York's Times Square.
- Managed all creative for the spectacular and responsible for the external sales team.

**Education**

Eastern Illinois University, Charleston, IL — Bachelor of Arts