

John Moss

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Chief Marketing & Growth Executive | Digital Transformation Leader

Cross-industry marketing, digital, and client experience executive with 20+ years of proven success driving revenue, brand, and enterprise transformation for financial services, consumer, and technology companies. Recognized for aligning marketing, martech, and client experience strategies with business goals to deliver measurable growth — including \$100M+ in direct revenue impact. Trusted partner to boards, CEOs, and PE firms seeking scalable, high-ROI growth.

Core Competencies

Growth & Revenue Strategy • Digital Transformation • Martech Optimization • Omnichannel Marketing • Client Experience Leadership • Brand & Market Expansion • Executive Team Leadership • Budget & P&L Accountability • Enterprise Change Management

Professional Experience

Orrstown Bank | SVP, Director of Marketing & Client Experience | 2022 – Present

- Architected brand transformation & omnichannel strategy delivering 15% increase in client retention and \$30M in new revenue.
- Directed enterprise-wide digital initiatives, improving marketing efficiency by 20% and aligning sales, technology, and operations.
- Built a scalable martech roadmap integrating data, automation, and analytics to drive revenue growth and CX.

Bath Fitter | VP, Marketing & Technology | 2016 – 2022

- Developed integrated marketing strategy across digital, broadcast, and experiential channels, fueling 40% lead growth, 15% conversion lift, and 25% YoY revenue growth.
- Managed \$26M budget and a 15-person cross-functional marketing & IT team; delivered a new intranet and digital workplace, improving employee engagement.
- Reduced operating costs 15% via MarTech consolidation and process reengineering.

Rite Aid Corporation | Senior Manager, IS Marketing Systems | 2012 – 2016

- Directed eCommerce & mobile platform transformation generating \$36M+ in digital revenue and \$12M in operational savings.
- Partnered with C-level executives to shape technology roadmaps supporting omnichannel retail.

NASDAQ / International Securities Exchange (ISE) | Senior Brand Manager | 2007 – 2012

- Directed digital strategy delivering 84% of total firm revenue; managed \$2M budget and 5-person team.
- Oversaw CRM, events, web, and social media strategies driving brand recognition and revenue.

DIRECTV | Senior Manager, Ecommerce Strategy | 2006 – 2007

- Rebuilt ecommerce organization, driving 25% increase in online sales and \$5M incremental revenue.
- Improved efficiency 20% during departmental relocation.

BOSE Corporation | Manager, Online Marketing | 2003 – 2006

- Led global marketing programs generating \$15M in new revenue and achieving 8% annual cost reduction.

Staples, Inc. | Senior Digital Copywriter & Content Strategist | 2000 – 2003

- Drove brand and UX alignment across campaigns, product content, and promotional materials.

Education

M.S., Computer Science – Pace University

Graduate Business Certificate – Columbia University

Mini-MBA Certificate – Rutgers University

B.A., English – Shippensburg University

Certifications (Selected)

American Bankers Association (ABA): Certified Financial Marketing Professional (CFMP),
Expected November 2025

HarvardX: Data Science (R Basics & Visualization)

Google Digital Marketing Certificate

Certified Ethical Hacker (CEH)

ITIL v3 Foundations

Recognition

Financial Communications Society (FCS) Portfolio Award • Hermes Creative Awards
(Platinum, Gold) • SIAA Awards (Gold, Silver) • MIT/World Federation of Exchanges –
Featured Presenter • Leadership Award – Bose • WOW Marketing Award – Staples

Board Activities

Hempfield Foundation – Director and Marketing/Public Relations Committee Chair