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## WHAT IS MY LEADERSHIP STYLE

### CULTURE

My goal is to define a culture for each team that I lead. Most recently the culture that defined for my team was based on the following: Transparent, Collaborative, Flexible, Technical, Consultative and Service Oriented. Before hiring anyone on my team I would talk to them about this culture and make sure they were “on board” so to speak.

### STYLE

I think that I’m a collaborative and persuasive leader that strives to drive alignment between sales, marketing and product by using my relationship building skills. I like to outline goals for my direct reports for the year and give them the freedom and autonomy to make decisions to get to the goal. I believe that there are many different ways to reach an end goal and I don’t insist that people on my team follow a certain path to get there. I’m a huge believer in training and coaching. I like to identify training needs for my team and help them grow by getting them into classes that will enable this growth. I also like to be a motivational coach that uses “praise” to get motivate people to do more than they ever thought they could. It has been proven that positive coaching can have a very beneficial impact on team performance. I love to be able to use the Birkman Method assessment to know exactly what motivates people on my team so that I can coach each individual in a way that will help them be the best version of themselves.

### WHAT DO MY DIRECT REPORTS SAY ABOUT ME?

*“Todd is a great motivator and team leader. He has a strong understanding of the B2B marketing environment and is consistently looking for new ways to improve the business, both through technology and relationships. While at BellSouth, he helped provide strategic direction for our team leading several key initiatives. I also had the pleasure of working on Todd's team at Cox Enterprises and saw more of his great leadership potential. As someone who has worked with Todd at two different companies, I believe he would be an incredible asset to any strategic marketing organization.”*  
– Heather Bryson, Marketing Manager, Cox Enterprises, 2006-2009

*“Todd is an outstanding Marketing Director, who is particularly effective at collaborating, communicating and relationship building with cross functional teams. He loves to seek out new problems and find solutions. He is a strategic thinker who can partner with sales teams to help drive revenue producing programs. Todd is a great leader, always open and upfront with his direct reports. He has a strong work ethic and does what it takes to get the job done. I wholeheartedly recommend Todd McCarty”* – Kristin Longley, Marketing Manager, Cox Enterprises, 2006-2009

*It's rare to have the opportunity to work for someone like Todd. I feel especially fortunate that I had that chance. I worked for him at NCR Corporation for the past three years. He is the consummate professional who thrives on balancing the needs of the organization and those of his team to execute win-win scenarios. He has accomplished a great deal in his role with NCR including building the foundation for the Digital Marketing Operations function from the ground up, and implementing the technology, processes and policies for our team to be successful in serving our clients. As my director, I'd characterize Todd as being committed to transparency, supportive and invested in my success. To borrow from his personal brand framework, Todd has the vision to take a team to the next level, and is relatable and resourceful when solving issues.”* - Stephanie Huntsinger, Social Media Operations Manager, NCR Corporation, 2013-2016



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*"I've had the privilege of working with Todd at PRIMEDIA as a direct reporting Marketing Manager. I can honestly say that he has been the most knowledgeable, professional and trusting manager I've worked with in my 13-year marketing career. His 15+ years' experience in a variety of marketing roles positions him as a top contender for a leadership role that focuses on strategy and corporate vision. One of Todd's best qualities would have to be his innate ability to break down barriers, guided by a "straight shooting" approach that is quite refreshing to see in the corporate world. Todd operates on a combination of principle and practice and works tirelessly to craft his employees to be the best they can be. As a born leader, Todd is skilled in balancing research required in making decisions and executing with finesse. He demonstrates a clear understanding of strategic implementation. I can't say enough about Todd and his exemplary leadership skills. Any company would be fortunate to have him as a part of their team."* – **Allison Smith, Marketing Manager, PRIMEDIA, 2009-2010**

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*"I worked on Todd's Digital Marketing Operations team at NCR for a little over a year. We are a very tight-knit group because the foundation he built for this team is rock solid. Even when meeting Todd for the first time at the in-person interview for the position, I knew I wanted to work on his team.*

*He is a very knowledgeable marketer, both in the modern and traditional sense, as well as a genuine leader and person. Todd's rare transparent approach cultivates an environment of trust, confidence, and open lines of communication which are all much appreciated in times of uncertainty. Whether it is internal or external clients, he is always respectful of everyone's time and is clear in expectations up front so nobody is left questioning next steps – observing this has inspired me to work on communicating more clearly myself.*

*Todd is brilliant at connecting and building relationships with people. He went above and beyond by administering the Birkman Method behavioral assessment to each of us on the team and it was very eye opening! I view him as a subject matter expert for this method and am grateful he introduced us to it. It illustrated his genuine interest in us and continual drive to learn how to work best with the team.*

*I will miss working for Todd and hope that I'm lucky enough to work with him again someday. Any organization would be lucky to have him, and he will be successful no matter where he is!"* – **Jane Fisher, Marketing Specialist, NCR Corporation, 2015-2016**

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*"Todd is a solid marketing and relationships leader - one of the best leaders that I have had the pleasure to work under. He has the great ability to bring cross-functional teams and vendors together to meet shared company objectives. He has consultant level marketing, technology, sales and business knowledge.*

*Todd is a believer in continued education, training & certification and facilitated this for his Digital Marketing Operations Team. Todd allowed growth on our team by providing autonomy to us as individuals. He trusted that we could do the job and that we were capable.*

*Todd has the rare ability to be a peer even though he operates on a higher level. It speaks volumes when your whole team considers their Director a friend as well as a leader."* – **Lee Anne Hamrick, Marketing Specialist, NCR Corporation, 2015-2016.**