

Danielle Kohler

Marketing Portfolio

VP / Senior Marketing Leader

Brand Transformation · Strategic Leadership
Experiential & Event Strategy
Driving Growth Through Story + Execution



ABOUT ME



Danielle Kohler

Brand, Experiential & Strategic Marketing Leader

Most recently: Anterix (Senior Director, Brand & Digital)

Driving Growth Across B2B & B2C

I build brands that don't just look better. They perform better.

Senior marketing leader operating at the intersection of strategy, storytelling, and execution, turning complex ideas into clear, compelling narratives that drive real business momentum.

Most recently, as Senior Director of Brand & Digital at Anterix, I led an enterprise-wide brand transformation, integrated marketing strategy, and flagship industry activations. This work helped position the company as a category leader in a complex, regulated space.

Open to VP and Senior Director opportunities in brand strategy, marketing leadership, and experiential marketing.

Brand Transformation

Strategic Leadership

Experiential Marketing

Integrated Campaigns

Storytelling

Partner Ecosystems

PROFESSIONAL REFERENCES

What Others Say



“Danielle is a hands-on, multi-faceted brand and digital leader who consistently delivers real business impact.”



Rafael Sulit

*Executive Marketing &
Strategy Leader
Trilliant*

“She brings a rare combination of creative thinking and strategic clarity, translating vision into clear, actionable direction.”



Tara Flora

*Manager, Events &
Sponsorships
Anterix*

“Danielle combines sharp creative instincts with disciplined execution, shaping brand experiences that stand out in competitive markets.”



Brian Cronin

*Director, Sales
Recurve*

References available upon request

pdvWireless → Anterix

Full Corporate Rebrand & Market Repositioning

Enterprise Wireless • Utility Broadband • Investor Communications



Evolving the brand. Expanding the impact.

THE CHALLENGE

pdvWireless was evolving from a push-to-talk radio company into a next-generation enterprise wireless platform targeting the utility broadband space. The brand no longer reflected the business and the stakes were high: investor confidence, regulatory positioning, and category leadership all depended on getting the new identity right.

MY ROLE

Senior Director of Marketing, led end-to-end brand strategy, naming, visual identity, messaging architecture, investor communications, and public market narrative.

WHAT WAS BUILT

- New Company Name — Anterix, inspired by a Latin root for foundation, signaling forward momentum and category leadership
- Visual Identity System — Logo, color palette, typography, and brand standards
- Messaging Architecture — Core narrative, value proposition, and audience-specific messaging
- Investor Communications — Positioning materials aligned with public company obligations, supporting a consistent and credible investor narrative
- Market Narrative — Category storytelling for utility broadband ecosystem audiences



“Repositioned Anterix as a category-defining enterprise wireless company — recognized across the utility broadband ecosystem.”

PORTFOLIO HIGHLIGHT • 2020 - 2025

Industry Insights Roundtable Series

30+

Episodes Produced

Invite-Only Executive Conversations

Launched During COVID-19

DANIELLE'S ROLE

From Event Loss to Thought Leadership Platform

Industry Insights 

When COVID-19 eliminated 50+ annual industry events, Danielle launched the Anterix Industry Insights Roundtable Series. Creating a thought leadership Webinar/podcast that kept Anterix top-of-mind throughout the pandemic and beyond.

- ◆ **Content Strategy** Developed episode themes, abstracts, and target panelist profiles for each of 30+ episodes.
- ◆ **Talent Recruitment** Led outreach and recruitment of utility executives, ecosystem partners, and industry experts for roundtables.
- ◆ **End-to-End Production** Prepared moderator questions, ran prep calls, managed scheduling and logistics.
- ◆ **Multi-Channel Promotion** Drove registrations via email, organic LinkedIn, paid LinkedIn, and paid media. Translated discussions into post-event insights feeding campaigns, content, and events.



PORTFOLIO HIGHLIGHT · 2021

Utility Broadband Alliance (UBBA) Launch

115+

Member Companies

Across the Utility Broadband Ecosystem

Founded · 2021

DANIELLE'S ROLE

Pioneering Launch & Brand Strategy

Danielle was part of the founding team that brought UBBA to life in 2020/2021—defining brand identity, messaging architecture, and go-to-market strategy during its critical formation phase. She translated strategy into execution by launching the organization's website, building its social and content presence, and leading early event planning and activation, helping establish UBBA as a credible, independent voice across the utility broadband ecosystem.



Brand & Identity Built from Scratch

Created name, visual identity, and messaging architecture and brought it to life through the launch of its website and foundational digital presence



Ecosystem Activation & Market Presence

Scaled UBBA's visibility through events and content, uniting partners through panels and thought leadership.



Growth & Industry Validation

Helped establish UBBA as a credible, independent industry voice, supporting growth from founding concept to 115+ member organizations across the utility broadband ecosystem.



PORTFOLIO HIGHLIGHT · 2021

Anterix Active Ecosystem (AAE)

150+

Technology Partners & Ecosystem Members

Grew from 37 Charter Members

DANIELLE'S ROLE

Market Creation Through Partner Ecosystem

Supported the development and growth of the Anterix Active Ecosystem. Contributed to brand identity, messaging, and program strategy while helping align partners around Anterix's private wireless platform. Played a key role in translating strategy into execution across recruitment, content, events, and member engagement.

- ◆ **Brand & Program Foundation** Supported the creation of the ecosystem's name, visual identity, and messaging, helping establish a clear and consistent foundation for the program.
- ◆ **Partner Growth & Engagement** Developed marketing materials and campaigns to support partner recruitment/expansion, while building and managing a member web portal to drive ongoing engagement.
- ◆ **Ecosystem Activation & Thought Leadership** Led events and trade show activations showcasing partner solutions, and developed content initiatives including a co-branded magazine with Energy Central.



From Industry Insight to Market Scale

Played a key role in building and scaling Anterix's industry and ecosystem platforms, from early thought leadership through sustained market growth, while expanding the marketing function, formalizing processes, and driving integrated content, events, and partner engagement.

2020-2021

Foundation

Launched Industry Insights, UBBA, and the Anterix Active Ecosystem, establishing thought leadership, industry alignment, and the foundation for a partner-driven private wireless model.

2022-2023

Growth & Activation

Scaled ecosystem visibility through integrated marketing, events, and partner activations, while expanding video and content creation and leading annual co-branded Energy Central magazine initiatives to amplify industry and partner voices.

2024-2026

Scale & Operational Excellence

Grew the marketing team and formalized processes and best practices across content, campaigns, and execution. Supported continued Industry Insights programming and ecosystem expansion, contributing to sustained engagement and growth across 150+ ecosystem members and 115+ UBBA organizations.

Experiential Marketing & Executive Engagement

Building Experiences That Drive Growth,
Community & Brand Impact

\$750K+

Annual Event,
Sponsorship & Activation
Investments Managed

20+

Years Experiential
Marketing & Event
Leadership

500+

Executive, Utility &
Industry Attendees
Engaged

150+

Technology Partners &
Ecosystem Members
Activated

30+

Executive
Roundtables
Produced

INDUSTRY CONFERENCES & EXECUTIVE ENGAGEMENT

Led strategy, planning, and execution for major industry events across the utility and technology sectors.

DISTRIBUTECH 2026 — flagship activation, 18,000+ attendees

UTC Telecom & Technology Conference & Summit & Plugfest

Mobile World Congress presence & partner integration

Executive ecosystem meetings & utility partner conferences

Trade Shows Executive Summits Sponsorships

ECOSYSTEM & COMMUNITY BUILDING

Created year-round engagement platforms connecting utilities, partners, and industry leaders.

Anterix Active Ecosystem Annual Member Meetings

Industry Insights Roundtable Series — 30+ episodes

UBBA Summit activations & partner engagement forums

Cross-sector utility & technology networking programs

Partner Activation Thought Leadership Community Platforms

EXPERIENTIAL BRAND ACTIVATIONS

Designed immersive brand environments deepening engagement across retail, trade show, and influencer channels.

HEOS by Denon retail & trade show launch environments

Interactive product demo experiences at national events

Trade show booth design & hands-on activation builds

Influencer & celebrity brand engagements

Product Launches Retail Events Brand Activations

CAUSE MARKETING & CONSUMER EVENTS

Led purpose-driven campaigns connecting consumer products with meaningful causes and communities.

Susan G. Komen Race for the Cure charity walk activations

Steve Weatherford / Exercise Freak consumer launch events

Celebrity appearances & interactive product demonstrations

Cause-linked co-branded consumer engagement experiences

Cause Marketing Consumer Events Co-Branded Campaigns

SELECTED EVENT EXPERIENCE

DISTRIBUTECH

Mobile World Congress

UBBA Summit & Plugfest

Utility Broadband Alliance Events

Industry Insights Roundtables

Susan G. Komen Race for the Cure

Steve Weatherford / Exercise Freak Events

Retail & Trade Show Activations

Executive Ecosystem Meetings

Partner Conferences & Sponsorships

Brand Refresh + DISTRIBUTECH + Website Launch



Brand Refresh

Enterprise-wide visual and messaging overhaul. Streamlined narrative, modernized identity, and cohesive brand system, delivered in under six months.



Website Launch

New corporate digital experience aligned to refreshed brand positioning. Modern architecture, clear messaging hierarchy, and utility-sector storytelling at the forefront.



DISTRIBUTECH 2026

Flagship activation bringing 30+ ecosystem members together to showcase their solutions and how four utilities are leveraging private wireless spectrum in real-world applications.

18,000+ Attendees

**Making the invisible visible,
bringing spectrum to life through
real ecosystem solutions**

SENIOR MARKETING MANAGER

MULTI-BRAND PORTFOLIO · DENON · HEOS · MARANTZ

HEOS by Denon

Go-to-Market Strategy & Brand Growth

3.8M

Marketing Budget Managed

Double-Digit

Sales Lift Achieved

- ◆ Played a key role in launching the HEOS brand, contributing to naming, identity development, and go-to-market strategy.
- ◆ Led go-to-market strategy, creating immersive “whole home” environments in-office and at trade shows to showcase the connected audio experience and drive double-digit growth
- ◆ Collaborated globally to lead category strategy for wireless audio and connected home across a multi-brand portfolio (Denon, HEOS, Marantz)

Denon · HEOS · Marantz



Premium Audio · Connected Home · Experiential Campaigns

EXERCISE FREAK

Active Lifestyle Headphone Line

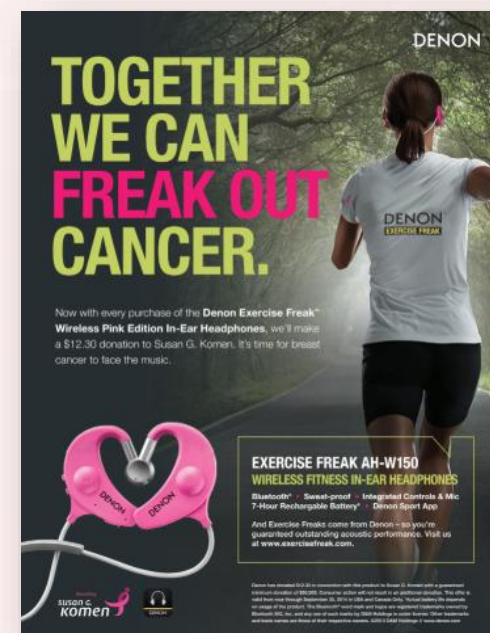


- ◆ Built and activated partnership with NFL player Steve Weatherford, leading photo shoots and campaign development across advertising and retail
- ◆ Brought the brand to life through live events, meet-and-greets, and product demos, integrating influencer presence into experiential marketing
- ◆ Drove double-digit sales growth through integrated influencer, experiential, and retail strategy

Active Lifestyle · Consumer Launch · Influencer Strategy

SUSAN G KOMEN

Cause-Marketing Partnership



- ◆ Led partnership with Susan G. Komen, developing co-branded product with \$12+ donation per unit sold
- ◆ Activated nationally through SGK walks with product demos, interactive experiences, and exclusive bundled offerings
- ◆ Connected product to purpose, driving engagement, awareness, and social impact

Cause Marketing · Brand Partnership · Social Impact

Double-Digit

Gross Margin Improvement

Product Lifecycle Streamlining

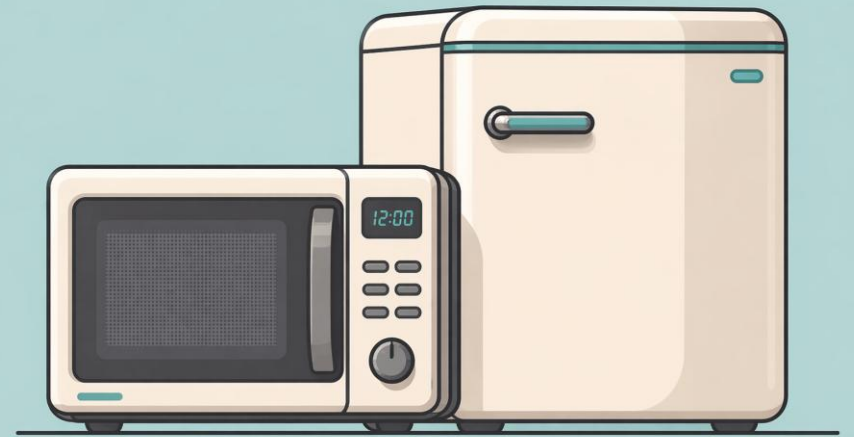
Optimized vendor strategy and product pipeline to reduce cost and complexity

Kitchen Appliance Innovation

Led new product development in the kitchen appliance category, driving category relevance

Major Retail Expansion

Secured and grew shelf presence at Walmart, Target, and other national retail partners



Walmart



Target

Key Retail Partners

De'Longhi America

Product Manager • 2003 – 2008
Upper Saddle River, NJ

Premium Italian craftsmanship. Brought to North American kitchens.

- Product Strategy — Led go-to-market strategy for premium espresso machines, helping expand adoption of fully automatic espresso in the North American consumer market
- Brand Stewardship — Upheld De'Longhi's premium Italian brand positioning while adapting strategy for North American consumer preferences and retail channels
- Portfolio Management — Oversaw product lifecycle from concept through launch, ensuring alignment between global product vision and local market demands
- Market Execution — Drove retail and channel strategy, including building and leading a brand ambassador program to deliver in-store demos, increasing consumer engagement and supporting retail conversion

Built foundational expertise in premium consumer appliances, contributing to the growth of the at-home espresso category in North America



Espresso machines • Coffee makers • Culinary lifestyle products

CONSULTING WORK

Freelance Marketing Consulting

Positioning · Campaigns · Digital Presence

Partnered with a diverse roster of clients to refine brand positioning, develop integrated marketing campaigns, and elevate digital presence.

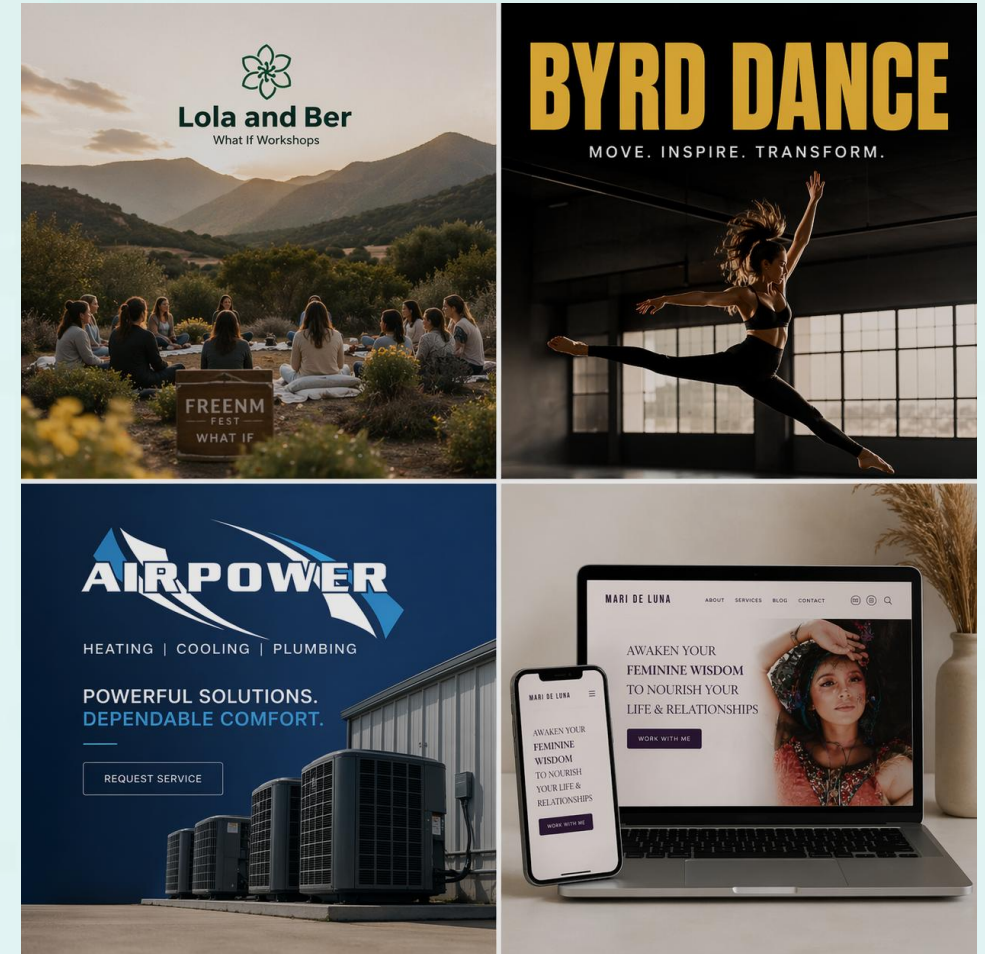
- Lola & Ber Retreats — wellness and retreat brand
- Byrd Dance — performing arts and dance studio
- Air Power Inc. — B2B industrial services brand
- Mari De Luna — Relationship and Intimacy Coach

Vernon Spirit Elite

Co-Founder | Nonprofit Competitive Cheer Program

Co-founded and launched a competitive cheer nonprofit, leading all business setup, brand development, and website creation.

BRAND & MARKETING PARTNERSHIPS



Building brands that matter — from wellness retreats to nonprofits.

DANIELLE KOHLER

Let's Connect

Senior Marketing Leader · Brand Transformation · Experiential Strategy

Location Highland Lakes, NJ

Phone 201-602-3141

Email daniellekohler.co@gmail.com

LinkedIn [linkedin.com/in/daniellekohler](https://www.linkedin.com/in/daniellekohler)

Open to VP and Senior Director Opportunities

Also available for select consulting engagements

Brand Strategy · Marketing Leadership · Experiential Marketing

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