

Tuesday, March 9: 11:30 am until 12:00 pm; Virtual/Rm 300

Marilyn (Rupp) Cox Class of 1998

You know the buzzwords: inbound, outbound, content, demand gen, lead gen, martech, social media, account-based, advocacy, customer success, sales enablement, and analytics. I study it, plan it, execute it, experiment with it, and love it. Through discovery, creation, and innovation, I've learned to say "Yes, And". Like business, my career is one big improvisational act.



Marilyn is the Vice President of Marketing for Clubessential Holdings, responsible for initiatives across ClubReady, PrestoSports, Vermont Systems, and Clubessential. She researches, provides guidance, and delivers marketing expertise by developing industry-specific best practices and enjoys facilitating exchanges between companies facing similar business challenges.

Industry analysis and best practice development perfectly align with Marilyn's desire to make peoples' jobs a bit easier. She exists to empower sales and support the customer. She leads all aspects of the brand and culture, developing and executing a clearly defined, integrated marketing communications strategy. She is responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve objectives of growth, awareness, customer success, and making work better.

Marilyn's experience spans almost 20 years with companies including Oracle and The Second City, and across multiple industries including Technology, Manufacturing, Life and Health Sciences, and Financial Services. When not geeking out over marketing analytics, she can be found daydreaming about her unrealized dream as a professional wrestler with the WWE.

Marilyn received her Bachelor of Arts degree in Political Science at The Ohio State University and is currently completing her Executive MBA degree at Xavier University.

She and her husband have two children (son and daughter). Her favorite Carroll memories are running cross country and track and participating in student government.

Carroll High School Activities: Action Appalachia, Class Officer, Cross Country, Drama, Hi-Y, Latin Club, L.I.F.E., Ohio Math League, S.A.D.D., Student Council, Torch Staff, Track, and Youth in Government