

Kim Goldsmith-N'Diaye

Consultant to Nationwide Insurance Co., Formerly VP Marketing at Nationwide

Kim recently served as Vice President, Segment Marketing Leader for Nationwide Insurance and was responsible for leading the development and implementation of the Emerging Markets Segment, critical to changing the company's current performance. She has created an Emerging Markets team which has become a "hotbed" for new marketing strategies and concepts; identified key growth segments for the organization that are expected to drive considerable market share growth over the next three years; drove operational change throughout the organization to deliver upon the brand promise for the key segments. She partnered with Insights & Analytics to develop an Emerging Markets scorecard and key insights that drove overall segment assessments.

Prior to joining Nationwide, Kim was Executive Director for Verizon Communications where she developed and implemented the "go-to-market" strategy for Verizon Business focusing on driving Business Broadband sales and stabilizing retention in a volatile marketplace. In addition, Kim held other leadership roles at Verizon in the area of Brand Management and Corporate Advertising.

Kim began her marketing career on the advertising agency side with Young and Rubicam entering their Account Management Training Program. She used her skills to build the brands of Roloids, Adidas, Colgate Toothpaste, Carefree Panty Shields and others. She also worked at DDB on McDonalds, and FCB on AT&T and The Campbell Soup Company.

Kim is fluent in French and holds a bachelor's degree in Latin American Studies from Wesleyan University and an MBA from University of Hartford.