

GLOBAL BUSINESS DEVELOPMENT EXECUTIVE / DIRECTOR OF MARKETING

Versatile business development marketing director well versed in conceiving innovative growth strategies, tapping new and hidden markets, and forging B2B partnerships with like-minded corporations. International business experience in UK, France, Brazil, Argentina, Chile, Mexico, Japan, Canada, Australia, and New Zealand with a keen sense of retail culture and product merchandising strategies across numerous geographies.

- ❖ Provided strategic and tactical consulting for Vonage Networks, Lynda.com and The Pixel Corps
- ❖ Penetrated new markets for Viz Media Publishing, growing retail revenues \$10M, in 2 years
- ❖ Built 3rd largest XM Satellite Radio sales department grossing \$100M in revenues, in 2 years
- ❖ Increased Circuit's City's sales 15% in competitive area markets: Florida/Atlanta/Dallas/Nashville

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT - MULTIPLE CLIENTS

2009 to CURRENT

Contracted to evaluate and manage sales, marketing, and retail strategies

Contracted by multiple clients to deliver executive level strategic and tactical planning, evaluations, partnership strategies, industry expertise, organizational & cross functional management.

Independent Consultant Multiple Clients

Vonage Networks - Retail

lynda.com - Retail & Marketing

Pixel Corps - Partnership &
Client Programs

MP Displays - Product Strategy

- Contracted to evaluate and advise on retail & merchandising programs including staffing, systems, process, contracts and distribution strategy
- Write, deliver and manage the RFP processes for programs management
- Consulting on new media strategies, mobile distribution and marketing budget allocations
- Advising on product development, ecommerce and traditional retail merchandising and marketing
- Providing long term planning and organizational roadmaps
- Creative and marketing materials processes and evaluations

VIZ MEDIA, LLC, SAN FRANCISCO, CA (subsidiary of Tokyo-based Shueisha/Shogakukan) 2007 to 2009
\$100M global provider of home entertainment DVDs and digital anime as well as published Manga products

Directed firm's retail, merchandising and licensing strategies to promote and market publishing, home entertainment DVDs, digital downloads, consumer products, and magazines across the US, Latin/South America, and the UK. Established standards regarding marketing direction, sales mix, and cooperative marketing with licensing partners; built and grew channels; and established distribution partnerships and buyer relationships to drive in-store and online merchandising and promotional opportunities across all product categories.

Sr. Director of Retail Development And Licensing

Managed 7 reports including 3 international directors, on a \$90M annual budget with \$1M allotted for channel marketing strategy, promotions, CRM campaigns, and operational initiatives.

- Forged partnership with Apple for distribution of Anime content on iTunes, promoting 3 properties to bring in \$1M+ in revenues.
- Collaborated with Business Development to create partnerships with Hulu and Joost for distribution, lifting ad revenues \$400,000.
- Played key role in growing royalties \$400,000 by working with international licensing director to secure pan-regional Frito Lay snack goods promotion in Latin America appearing on over 300M packages.
- Instrumental in securing pan-regional QSR program with McDonalds in Latin America, at projected revenue growth of \$300,000/year.
- Secured sought-after merchandising space with Borders, Barnes & Noble, Books A Million, and Diamond Comics.

XM SATELLITE RADIO, WASHINGTON, DC

2003 to 2007

\$900M provider of satellite radio entertainment and information programming across 170 digital channels

Recruited to oversee development and foster profitable relationships and merchandising strategies with management at Best Buy, Circuit City, and other mass electronic retailers. Received 2 promotions: first as Sales Manager to improve performance in struggling markets, and second as National Manager to create nationwide direct-to-consumer channels and marketing programs from Washington DC headquarters.

**National Manager
of Direct Sales**

Managed 6 reports and oversaw all direct sales efforts on annual budget of \$80M in subscriber revenues and \$50M in hardware.

Established 3rd largest XM retailer department in less than 2 years by developing core business units specializing in e-commerce, affiliate programs, event promotions, incentives, bulk sales, and CRM.

- Developed permanent and seasonal product displays and merchandising for national retail chains
- Established the "XM Certified" accessories program and merchandising plans for suppliers and retailers including Belkin, Altec Lansing, Delphi, Pioneer, and Samsung
- Drove initiative to integrate merchandising roadmap and ecommerce user experience for the xmradio.com site redesign in collaboration with Razorfish
- Increased subscribers by 1M, exceeding dept. budget for 16 quarters.
- Helped produce \$10M in free ads and won 100,000 in new subscribers by executing national campaigns with Bally's Total Fitness, Comcast, Bridgestone Golf, Dockers, and the PGA Tour.
- Raised \$450,000 for Susan G. Komen Breast Cancer Foundation and attracted 15,000 subscribers via promotion of Pink Pioneer Inno product.
- Established firm's event sales strategy, bringing onsite sales to MLB, PGA, NHL, and INDY Racing sports franchises.

CIRCUIT CITY, KENNESAW, GA

1994 to 2003

\$2B national retailer of high-end electronics, appliances, and computer related products

Built impressive record of achievement through a series of positions leading to oversight of corporate pricing and merchandising strategies for 200 stores from Texas to North Carolina and Florida. Managed regional end-cap and assortment strategies and messaging. Developed tiered pricing and velocity merchandising models for core products and accessories.

**Pricing Manager of
Southern Division**

Led team of market analysts tasked with researching local and national competition to develop viable price points.

As store manager, supervised 100+ employees to ensure achievement of sales goals.

- Created innovative "Manager's Special" drop-pricing program that resulted in 15% sales increase in highly competitive territories.
- Participated with IT group in creating, developing, and implementing software-based pricing management tool which increased data accuracy, market reaction times, and historical data analysis.
- Initiated consistent reporting standards at the national level regarding markdowns, price change requests, and drop-pricing reports. Reports quickly identified inconsistencies and underperforming store managers enabling management to rectify problems.
- Managed company's involvement in May 2002 Atlanta Air Show and Country Festival, securing onsite promotional advertising and signage, vendor participation, and external agency help.

TECHNICAL PROFICIENCIES

Operating Systems: Windows, Mac OS Leopard

Software Applications: Adobe Creative Suite (Photoshop, InDesign)

MS Office Suite (Excel, Word, Powerpoint), iLife Suite, iWork, Aperture, Final Cut Studio

AFFILIATIONS

Digital Marketing and Distribution Brand Marketing and Retail Strategy Committees
Frequent Guest on "This Week in Media" podcast

EDUCATION

Engineering & Mathematics
Oakland University, Rochester Hills, MI