

**MEDIA OPERATIONS EXECUTIVE PROFICIENT IN TRADITIONAL, DIGITAL & SOCIAL MEDIA
WITH RECORD OF TURNAROUNDS, RE-LAUNCHES, CROSS-PLATFORM
MIGRATION AND PRODUCT LINE EXPANSION**

**25+ years experience in executive operating positions always
charged with changing course of business**

KEY STRENGTHS

- Proven Records of Success changing course, reversing losses and achieving profitability
- Astute Administrator adept at reducing expenses while streamlining and improving processes and systems
- Dynamic Leader with extraordinary vision who can implement change while maintaining a positive environment
- Uncanny Marketplace Perception with the insight to uniquely position products relative to competition and comparative pricing
- Successful Online Migration and the development of ancillary products
- Accomplished expanding brand & product recognition utilizing multi-channel, cross-platform initiatives

PROFESSIONAL EXPERIENCE

- o Merchandising Workshop, New York, NY (July 2009-December 2010) –VP Marketing & Business Development
- o Boston Hannah International (2008-2009) – Executive Vice President
- o i dolce, Inc., Providence, RI (2004-2008) - Chief Marketing Officer
- o Impact Media, Inc., Mayfield Heights, OH (2001-2004) - Managing Director
- o ResidentInsider.com, New York, NY (2000-2001) – SVP Sales & Administration
- o Buy-Lines Press, a United Business Media Company, Dallas, TX (1992-2000) – VP / GM
- o Knowledge Industry Publications, Inc., White Plains, NY (1988-1992) – VP / GM
- o Fairchild Publication Division of CapCities/ABC, New York, NY (1985-1988) – Publisher

AREAS OF EXPERTISE

- Re-engineering Publications through redesign and re-formatting while creating additional print products with roll-out plans; migrating content online while cross platform marketing brands and utilizing partnered media, driving revenue and unique monthly visits.
- Rebuilding Sales Operations by motivating, retraining or turning over, developing new selling tools introducing online competitive product analyses and pricing matrices and creating compelling presentation materials.
- Increasing Sales Productivity doubling and tripling revenue while reducing costs by as much as 40%; establishing better sales follow-up and more positive customer service attitudes, delivering increased sales renewals and negotiating numerous strategic partnerships expanding user base and product perception.
- Initiating Network Sales with launches, acquisitions and partnerships creating sales opportunities across business units and market silos.
- Re-establishing Businesses and Brand Awareness employing traditional advertising in combination with multi-platform promotional programs with extensive online initiatives. Also, by instituting multi-phased marketing programs to address prospect interest, while utilizing multi-channel initiatives to ensure response, including successful social networking/promotional efforts exposing brand to a wider demographic, originating and expanding marketing feeder programs ensuring continued new business filling prospect inquiry pipelines

EDUCATION: BA & MA in Communication & Media, University of Akron, Akron, Ohio