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Marketing Executive: Strong record of developing and implementing product/brand management, positioning strategies across multiple product categories that resulted in long-term brand growth, equity, and revenue. Proven ability to manage product and marketing initiatives from concept through finished product with close attention to budgets and time frames.

- Strategic & Tactical Market Planning
- New Product Introduction & Launches
- Print & Social Media Promotion Campaigns
- Multi-Tiered Sales & Marketing Strategies
- Demand Creation
- Brand Development & Market Expansion
- Creative and Collateral Development
- Digital Branding & Marketing Communications

MarketingLab West Consulting, El Segundo, CA

January 2010 to Present

Principal. Providing expertise and fulfilling the need for completely integrated, executable retail/B2B sales and marketing solutions. Clients include:

- **English Laundry Eyewear:** Retained to build the marketing team and sales organization for the launch of English Laundry Eyewear into a tri-channel distribution. Responsible for all aspects of strategic and creative development, contract compliance and merchandising. Developing and implementing strategic and tactical sales plans in conjunction with Sales Department.
- **Digital Media Impact, LLC:** Assisted the company's principals in identifying key segments and market opportunities for IPTV, Cable TV and Online content solutions. Cable and IPTV clients in the Caribbean territory.
- **City of El Segundo, Chamber of Commerce:** Directing and managing the re-branding of downtown El Segundo; a program closely tied to local merchants and businesses. Developing city wide promotions, traffic generators, and frequency builders with extensive use of social media and online promotions. Awarded State and local accommodations for contribution to the business community.
- **Willie Ross Foundation (WRF):** Interim Executive Director (Pro Bono). Directed the restructure of the WRF for severely disabled adults: created overall business model, hiring and development of the senior management team. Implemented programs for the long term growth of the Agency.

REM Eyewear, Sun Valley, CA

April 2002 to January 2010

Vice President, Marketing. Global eyewear company specializing in the design, manufacturing, marketing, sales and distribution of licensed optical frames and fashion eyewear for **John Varvatos, Mattel, Converse, Jones New York, Tumi** and more...

Leadership:

- **Lead all marketing functions:** brand management, public relations, retail merchandising and display design, art direction, graphic design (packaging) and project management. Provided strong sales support and training programs.
- **Built and managed a full service "in house" marketing department** driving a 32% saving in marketing and departmental costs over prior years.
- Created company-wide monthly product introductions and sales training protocols that reinforced the continuity and brand messaging for customers and sales associates. **Shortened time to market by 50%.**
- Successfully negotiated and managed licensing contracts & compliance with **Nike and Converse and Mattel.** Successfully **negotiated renewal terms generating 2.5 million in savings** over the life of the contract.

Converse, the flagship brand posted sales 45% over forecast with 55% growth in net sales for the prior 4 years.

Campaigns and Launches:

- **Launched 12 national and international brand extensions over a 6-year period** – achieving immediate and profitable national market success – generating \$120 million in cumulative revenues. **Barbie, Converse** (Eyewear and Sunwear), **Jones New York** (3 divisions), **Lucky Brand** (2 divisions), **John Varvatos** (Eyewear and Sunwear), and **Carolina Herrera Eyewear** (Eyewear and Sunwear).
- **Develop social media initiatives, consumer, trade, B2B and customer communications.** Lead the online efforts for sun wear on **Converse.com, Zappos and Venue.com.**

Demand Creation:

- **Conceived and created the first unconditional warranty program** against loss and breakage for Barbie Eyewear. Drove \$1.2 million in incremental promotion sales over a 12 week period. 18 month cumulative return \$2.9 million targeting a critical distribution channel: independent, non-chain retailers.
- Recognized as an industry leader for sales team support, **co-op support and local trading area promotions.** These efforts were designed to **increase the consultative relationship between reps and accounts and build loyalty** and commerce with the non-mass/chain account base.
- Created and implemented “Life is Beautiful – See it better,” a multiple brand retail campaign for **Kaiser Permanente that stimulated trial, increased utilization by 25% (goal: 10%) and increased sales by 36%** for Converse, Barbie and house brands.

SpongeLab Inc., Los Angeles, CA

April 2000 to April 2002

Vice President, Marketing, Business Development. Spongelab's mission was to be the leading center for on-line learning specializing in the creative arts, design and music with edu-commerce applications.

- Lead the creation and execution of the marketing, advertising, and brand development strategies and **successfully partnered with leading art schools nationwide to provide accredited online content for:** School of the Art Institute of Chicago, Center for Creative Studies, California College of Arts and Crafts, Maryland Institute College of Art, Ringling School of Art and Design, Atlanta College of Art, Massachusetts College of Art, Otis College of Art and Design.
- Developed business, brand plan and implementation model. As a startup, **SpongeLab secured over \$1.5 million in startup funding.**
- Directed and oversaw all public relations and corporate communications.

Another Large Production, Los Angeles, CA

July 1997 to April 2000

Director, Client Services, Marketing. ALP is a leading marketer in the communications and entertainment arena, serving studios, syndicators, distributors and other content providers.

- Spearheaded the company's expansion into cable and international **markets increasing the categories' contribution from 5% to 45% of gross sales.**
- **Increased account base by 45%** and revenue from existing clients by 30% over an 18 month period.
- Strategized, developed and implemented marketing plans locally, regionally and nationally. Headed creative team that launched “Monsterfest” with AMC. This campaign, targeting cable affiliates, generated the highest rate of return, revenue, **and drove a 16% increase in viewership for the programming block.**

Palisades Media Group, Santa Monica, CA

February 1995 to July 1997

Director, Strategic Planning. Media buying and planning agency with current billings of \$320 million specializing in the entertainment, music and Internet sectors.

- Created and developed marketing and media plans with added value promotions for broadcast clients: *Warner Bros. Consumer Products, Glacier Water, and The Kaufmann Foundation.*
- Evaluated media and marketing opportunities for product introductions and expansion markets. National and local market planning.

Electric Ideas, Santa Monica, CA

October 1991 to February 1995

Vice President, Marketing, Director, Client Services. Full service ad agency specializing in new business ventures and entertainment launches. Clients included Columbia, Maxim, Fox Television, DirecTV

- **DIRECTV:** Member of the three-person launch team that shaped the launch programming strategies, planning, scheduling and was **responsible for the on-air marketing promotion for the world's most successful satellite service**, now serving nearly 20 million homes. Implemented the **initial promotional positioning and launch strategies** for DirecTV. Produced two 24 hour promo channels. Developed initial research architecture **for tracking consumer-buying patterns and connecting them to advertisers.**
- **Spelling Entertainment- Beverly Hills 90210:** Directed all syndication marketing for seasons 6 and 7. Created unique local PR and radio events that pushed viewership to new records in key markets including all the overnight markets. Increased viewership in syndication despite lower HUT levels.
- **Columbia Tri-Star Television Distribution - Seinfeld:** Member of launch team **that launched Seinfeld into syndication – the biggest syndication event in history** at that point. Created and produced all on-air and marketing including all affiliate elements for the syndicated launch. Campaign included over 125 spots.

Education: University of California, Los Angeles.

Affiliations: 1998 – Present: Vice Chairman, Board of Directors, Willie Ross Foundation for the Developmentally Disabled (www.willierossfoundation.org)
