

CANDIDATE PROFILE

CompanyXYZ

President and General Manager

XXXXXXXXXX

EXPERIENCE

_____ has 15 years of senior level experience as a direct to consumer professional. He has extensive experience in mail order selling of gift products, including P&L responsibility, creative development, circulation targeting, product development and product partnership. He has also worked very closely with Call Center and fulfillment operations internally and out-sourced to ensure excellent customer service, quality, and timely delivery, with a strong focus on the fact that satisfied customers are repeat customers. As a Vice President of Marketing with _____, Inc., _____ grew revenues for the business from \$12 million to \$126 million before the company went public.

Product Sourcing

_____ has a solid track record of product sourcing, domestically and from over-seas, including hard-goods, soft-goods, and for national in-store event programs - perishables.

- Has sourced products from China, Thailand, and the Philippines, Mexico, the UK and the US. Explored India as well, but kept that product in the US.
- Has an array of agency relationships with the ability to explore new sources for almost any type of product.
- Product types sourced include resin, porcelain, wicker, wood furniture, dolls, glassware, printing, jewelry, apparel, and electronics.
- Has worked with suppliers to re-engineer products to lower costs and improve quality and functionality.
- Has walked the factory floor and suggested process improvements that were implemented in the US and in the UK. Has worked through agents and employees to do the same in Asia and Mexico.

Product Development:

Over twenty years of product development experience, first as an engineer and later as a marketing executive:

- Strong product development background, including design direction, engineering, material selection, and costing.
- Takes a two-pronged approach:
 - identifying target markets and designing to meet that market and
 - Creating compelling products and then finding a market they'll serve
- Has developed products under a number of licensed properties, including Disney and other studios, all major sports leagues, Elvis, Coke, and the National Audubon Society.

- Has put together product lines offering a variety of price points, payment plans, and subscription options to create a compelling offers for a variety of consumer groups.
- Has developed products to hit target costs to support the margins required for each offer, and has negotiated, competitive bid, and managed order quantities to achieve target costs.
- Created template-able products and processes to allow cost-effective customization of products from offering Christmas ornaments for a variety of sports teams utilizing common sculpt and decal shapes to personalizing art prints with the customer's name, anniversary date, and even special colors.

Direct Mail

Extensive knowledge of all aspects of direct mail, including creative development, list acquisition, printing, letter shops, and postal regulations.

- Has mailed hundreds of mailings to tens of millions of households with responsibility for offer structure, payment plans, copywriting, brochure design, reply mechanisms, and post-mortem evaluations.
- Facile with metrics of mail planning and evaluation, such as response rates, cost per order, performance per inch in catalogs, retention / attrition rates, life time values, etc..
- Has acquired hundreds of lists, directly and through brokers, and thoroughly understands key issues, such as the limitations of compiled lists, the importance of direct-mail buying behavior as a selection criteria, when income matters, how to test most effectively (regions vs. nth's), etc.
- Has successfully acquired private lists through networking and tenacity and has put together dozens of endorsed mailings (return address is part of the license from the list owner, particularly effective for charity tie-ins).

Web

An early adaptor of the Web as a channel for communication and distribution, _____ allocated savings negotiated on a print run to put the first Thomas Kinkade site up on the web in about 1996. Eventually that evolved into a B-to-B site for dealers to order, a consumer store, and had a password-protected private area for "Club Members" only.

Since then, he has been an advocate of utilizing the web to provide synergy for traditional marketing activities and as an area to allow customers to purchase if they so prefer. He was involved in sorting out profit-sharing and cost-sharing with retailers who felt threatened by direct sales to consumers on the web.

He has put together e-mail marketing campaigns, private label stores for retailers and licensing partners, and has explored on-line testing as a cost-effective way to compare products and pricing compared to direct mail tests. He is familiar with the concepts of how search engines and affiliate programs work and that there are ways to design sites and to pay for better placement.

Mail order

_____ has an extensive knowledge of all aspects of mail order business, from media selection to order processing to fulfillment:

- Experienced in design, copywriting, response mechanisms and offer structures for a variety of media, including print, television, and web.
- Experienced in the production of ads (to film, to video, to FTP sites) for print, television, radio, and web based advertising.
- Experienced in media planning and buying – directly and through agencies – for:
 - mass print media such as Valassis and Parade Magazine,
 - targeted print media such as The Economist, Architectural Digest, Birder's World, and The Bears Report.
 - Television direct response spots
- Has developed or adapted several reporting tools to measure plan vs. actual and determine roll-out potential.
- Has written in-bound telemarketing scripts, including up-sells.
- Has hired third-party pick-and-pack fulfillment services, worked with company owned fulfillment operations, and worked with vendors to drop ship to the end consumer.
- Has analyzed customer file to determine additional opportunities and to maximize existing opportunities.
- Has done geographic selects in print and television media to target specific offers (e.g. Yankees vs. Red Sox products).

B to B

Extensive knowledge in B-to-B marketing:

- Created marketing programs for sell in of gift products to retailers in the art gallery, giftware, and Christian booksellers markets. These included catalogs, sell sheets, price lists, special offers on terms and freight, and seasonal and trade show specials.
- Created and executed product and program training for sales reps and retailers.
- Create events and marketing packages for these retailers to use to sell-through to end consumers.
- Created programs to drive new dealer acquisition and to drive dealer upgrades to higher levels of merchandising and product commitment.
- Created special programs for key accounts, such as QVC and Hallmark.
- Worked with retailers to create special programs for new home owners, interior decorators, churches, and both local and national charities.
- Has sold sales incentive programs and software tools into corporations such as IBM, La-Z-Boy, and Hallmark.
- Is currently working with a client to create and sell in gift products to sports teams and corporations.

Call Center

Experienced in key elements of Call Center productivity:

- Helped to establish metrics for internal call center at _____ and for several third-party Call Centers throughout his career.
- Helped to establish up-sell goals and incentive programs at several organizations.
- Has written scripts for in-bound and out-bound telemarketing programs include 3-step overcoming objections and up-sells.
- Has researched, interviewed, and hired (out-sourced) Call Centers for several companies to handle special promotions, seasonal overflow calls, or just to back up in-house overflow.
- Has scripted and targeted out-bound automated telemarketing calls inviting answerer to attend local events and providing response directions.

LEADERSHIP / INFLUENCE

_____ has managed a total team of up to 14 people with 6 direct reports in two countries. He has worked closely with internal department heads and external vendors to mobilize large numbers of people toward a goal and worked closely and effectively with the senior management team of the Media Arts Group. Inc.

He is a strong leader and team player. _____ is charismatic and leads by example. He values the unique gifts that individuals bring to the team and is savvy at hiring complementary skill sets, freeing each member of the team to focus on his or her best talents and use of time.

Competitive by nature, Kevin really likes to win and hates to lose. He plays fair, but he thrives on keeping score (using metric in the business) and on winning (achieving goals and beating the competition).

_____ has a rare combination of creative ability and analytical strength, which he uses to create unique strategies and to problem-solve quickly. He has a bias toward action, and uses metrics and checkpoints to make mid-course corrections as needed. For this reason, he is more comfortable and more effective in a fast-paced, growth environment.

JOB CHANGE STATUS

_____ was a Vice President of Marketing for The _____ until October of 2004.

Due to some licensing set-backs and softness in the core business, Bradford decided to narrow its focus and exited the sports business, eliminating _____ position along with his staff and other positions around the company.

_____ spent the holidays focused on his family, and since the first of 2017 has been actively involved in the following two activities:

1. Searching for an employment opportunity that utilizes his skills and his passion for growing businesses
2. Consulting in the areas of marketing, licensing, sourcing and product development, key account sales programs, and business planning / fund-raising.

EDUCATION

The Wharton School of Business, *University of Pennsylvania*, Philadelphia, Pennsylvania
***M.B.A., Marketing and Entrepreneurial Management*, 1989**

Stanford University, Stanford, California
***B.S., Mechanical Engineering, Product Design*, 1982**

PERSONAL

_____ is married and has five children. Able to relocate to the Salt Lake area. _____ is very excited about being considered for this leadership position.

Compensation: \$_____k base with a 30% bonus potential, car, and supplemental insurance benefits.