

## PHILOSOPHER, MARKETING LUNATIC & IDEAHOLIC

### Business Development, Sales & Relationship Building Expert Who Provides Monetizing Concepts Polishing and Execution of Ideas That Will Grow Your Business!

- ♦ Passionate high achieving creative business development/sales & marketing professional with broad based business skills compatible across all industries/organizations.
- ♦ Entrepreneurial / Corporate Intrapreneurial leader with 14 plus years of senior management experience. \$15 plus million new business through all media channels.
- ♦ Solid communicator and team player possessing extensive network of influential contacts on both the client and agency side.

### **EXPERTISE & ASSETS**

- ♦ Gifted at conceiving, selling & executing moneymaking marketing solutions
- ♦ Master of spreading ideas
- ♦ Quintessential collaborator & team builder
- ♦ Skillful navigating firewalls to accelerate sales process
- ♦ Consummate Cat Herder
- ♦ Exceptional presentation skills & fluent with leading edge technology

### **EXPERIENCE/WORK HISTORY/HIGHLIGHTS**

**IDEAMAHER CONSULTING**, Scarsdale, NY 2006 to present  
*ABC-TV / Disson Skating, Restaurant Wave, RAW Travel, The Motor Vehicle Network, YOU Coaching, The Auto Channel, CRO-Partners, adverCar, Sports Media, The Media Group (Interactive TV); Culture of Green, AWISCO Welding Supplies, Taxi Affiliation Services of Chicago*

- ♦ Developed comprehensive “customers-in-a-box” technology solutions to help independent restaurant owners compete against the national chains including Online Ordering & 360° Integrated Marketing Pipeline.
- ♦ Digital, out-of- home, mobile media sales consulting for 3000 video screens in Chicago Taxis
- ♦ Start-up Green Business connecting “green-stream” businesses with mainstream consumers (municipalities, public schools, colleges, county government)

**UNIVISION TELEVISION (Spanish Language Media)**, New York, NY 2003-2006  
*Vice President Marketing/Business Development-Univision Television Group*

- ♦ Generated \$10 million General Motors Integrated Marketing Initiative, conception, execution and sale
- ♦ GM BEST Jobs! Innovative Sales Solution/JOBS Program that attracted, recruited and trained qualified bilingual Hispanic Salespeople for General Motors auto dealerships. Launched in Philadelphia, Chicago, New York & Wash DC

**WESTWOOD ONE RADIO NETWORKS**, New York, NY 2001-2002  
*Director of Strategic Partnerships/New Business Development*

- ♦ Secured \$600K innovative radio sponsorship to Lumber Liquidators new business & now a major national advertiser. Celebrity endorsement campaign including Charles Osgood, Laura Ingraham, G. Gordon Liddy

**DISSON FURST AND PARTNERS (Sports Marketing Consultants)**, New York, NY 1998-2000  
*Vice President of Media / Managing Director*

- ♦ Closed \$3.3 million of new sponsorship revenue for NBC Television Figure Skating specials including Glaxo, Unilever, Colgate, Wyeth, Merck, Alberto Culver, SC Johnson, Royal Caribbean, KBkids.com

**AMERICAN BASKETBALL LEAGUE (Women’s Professional Basketball League)**, New York, NY 1997-1998  
*Vice President of Sponsorships*

- ♦ Created nationally recognized “award winning” sales tools for a fledgling professional sports league

**WTSP-TV (CITICASTERS- ABC then CBS affiliate)**, Tampa, FL 1992-1995  
*National Sales Manager*

- ♦ Managed 15 offices and \$20 million with over 50 salespeople and managers nationwide

**CAPITAL CITIES/ABC TELEVISION**, Detroit/Chicago/Charlotte 1982-1992  
*Account Executive/Account Executive/National Sales Manager*

- ♦ Brought in \$1million of new 1984 Olympic Business including first time advertisers National Steel, Soloflex

### **EDUCATION & ACCOMPLISHMENTS**

Bowling Green State University, Ohio - Bachelor of Arts in Communications

All Ohio Soccer, NCAA Division I /USSSA Softball All World Team

Executive Speaker Institute, Executive Technique, Toastmasters

Steering Committee - Mid Hudson Valley Green Talent Pipeline

West Islip High School Athletic Hall of Fame Inductee – 2009

SCORE of Westchester Volunteer – Mentor & Co-Chair Marketing Committee

New Models of Business in Society by University of Virginia on Coursera. Certificate earned on April 15, 2015