

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

- ◆ Excellence is the Standard!
- ◆ Entrepreneurial / Corporate Intrapreneurial leader with 16 plus years of senior management experience. \$15 plus million new business through all media channels.
- ◆ Inspiring 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/sales solutions
- ◆ Master of spreading ideas through traditional and digital media channels
- ◆ Quintessential collaborator & team builder
- ◆ Skillful navigating firewalls to accelerate sales process
- ◆ Consummate Cat Herder
- ◆ Exceptional presentation skills

EXPERIENCE/WORK HISTORY/HIGHLIGHTS

- IDEAMAHER CONSULTING**, Scarsdale, NY 2006 to present
Numanna Food Storage, 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
- ◆ Successfully fixed back-end technology of \$2.5 million ecommerce food company while positioning it for rapid exponential growth.
 - ◆ 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
- 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