

RESUME

1983 – Present: San Francisco/Los Angeles. **Marketing Consultant/Contractor.** Unique strategies and cost-effective, state-of-the-art creative media production for businesses wishing to avoid expensive marketing/advertising agency fees. For two years I marketed Thomas Register's 17,000 Page Website and Print Catalogue Systems to U.S. Manufacturers, and personally produced numerous campaigns and Websites. [*1984-1987: With Series Seven Investment License, also provided tax shelters to and raised private capital for clients.*]

I bring substantial start-up and strategic marketing experience to my collaboration with private business owners. I have designed new business development & lead-production campaigns, including radio/TV spots, websites, print ads, sales DVD's, sales literature, and phone solicitation campaigns. Have worked with clients to help define best probable markets, acquire prospect lists, market test, and sell their manufacturing, wholesale, and retail products.

1974 – 1982: Boston. **The Exchange, Inc. Founder/President** of national industrial recycling marketing firm. Introductory page article published in *Business Week* [June 1976], with follow-up articles in *The Boston Globe*, *Christian Science Monitor*, *Kiplinger Washington Newsletter*, *Purchasing*, & *CFO*. Marketed a wide range of U.S. Manufacturers' [GE, Babcock & Wilcox, Koefel & Esser] products [steel, instruments, containers, electrical apparatus, manufacturing machinery, computers, etc] in the U.S. and internationally.

1972 – 1973: Portland, OR. **N. W. Ayer. Marketing/PR Consultant to U.S. Army Recruiting.** Responsible for print and broadcast public relations in the state of Oregon. Reported to Lt. Colonel of recruiting command. Collaborated with city, state, and federal officials. Created publicity events, arranged television news and feature programs.

1970 – 1972: San Francisco. **America 1971. President,** youth marketing/advertising agency. Clients included Shreve & Company jewelers and KSFJ [ABC Radio].

1968 – 1970: New York, N.Y. **Inflight Motion Pictures. Assistant to VP, Marketing.** Helped create marketing campaigns, advertising, public relations, and TV promos. Supervised photography of Boeing 707 campaign. Wrote corporate trade advertisements. Personally conducted public relations corporate campaign on a two week tour from New York, to Paris, Auckland, Singapore, New Caledonia, Noumea, Tahiti, and return to New York.

1966 – 1968: New York, N.Y. **J. Walter Thompson, Jr. Account Representative** on the Kodak and American Petroleum Institute [API] accounts. On Kodak, produced JWT's sales presentations to client. On API, was merchandising manager for 275 newspapers and 50 state travel bureaus, personally traveling U.S., arranging petroleum company and other tie-ins.

1965 – 1966: Brussels, Belgium. **Friden/Singer. Assistant to VP, Advertising.** Helped organize, produce, and present training and sales incentive seminars to salesmen of our Western European countries' affiliated offices. Supervised photography and print ad production. Wrote, edited, and published the company's three-language international house organ.

Education/Military Service/Miscellaneous

B.A., Broadcasting, University of Oklahoma; M.A. Equivalent, Germanics, University of Munich; Harvard and MIT non-degree client project research for The Exchange with expert recycling professors. Fluent German, good French. Former Captain of U.S. Army Intelligence, honorably discharged with Letters of Recommendation and Commendation. Fluent in ACT sales management software. Experienced with Graphic Design/TV Editing Software. Operate digital still and video cameras. Substantive Portfolio available of print, DVD, Web, and TV Commercials. References gladly provided upon our determining mutual interest in collaboration.