

Summary

Innovative, team-oriented marketing/media professional with proven track record of driving dramatic increases in topline revenue, market share, audience growth, and customer satisfaction across diverse markets and industries. Well-versed in multiple marketing platforms/disciplines including: market research, advisory services, conferences, online learning and webinars, media and publishing, online advertising, custom media solutions, direct mail, social networks, affiliate marketing, mobile, radio and print. Also possesses exceptional entrepreneurial instincts gained through working in many fast-paced, start-up environments and creates cutting edge, integrated marketing campaigns that consistently surpass their goals.

Core Competencies

- Integrated multi-media marketing
- Market research/analytics
- Client/agency relations
- Corporate communications
- Public/investor relations
- E-commerce products/services
- Collateral & presentations
- Product launches/integrations
- Branding/positioning
- Strategic partnerships/barter
- Custom advertising/media solutions
- Conferences/webinars/tradeshows
- New media/traditional publishing
- Online learning/CME
- Cross promotion
- Site traffic building/monetization
- Improving margins/ROI
- Media buying/negotiations
- Proven financial stewardship
- Project management
- Copywriting/editing
- High performance team building

Professional Experience

Lincoln Healthcare Group, Norwalk, CT (2012-2014)

Marketing Director (May 2012 – December 2014)

Led in-house marketing responsible for driving revenue and industry intelligence for Healthcare-related products and services including conferences, online learning and advisory services. Researched and launched new products & strategic initiatives.

Achievements:

- Set revenue records for company's lead property for two consecutive years despite downturn in industry due to consolidation
- Drove "One-to-One" marketing engagement strategies to more effectively connect with target audiences (C-suite/thought leaders) utilizing a comprehensive marketing mix
- Introduced the "Insight Series" (contributed white papers & organic content) to foster year-round engagement, mobile apps, redesigned web site interfaces, and leveraged social media to enhance user experience and strengthen all brands.
- Developed superior team through mentoring and coaching realizing previously untapped potential of individuals

UBM Medica, Norwalk, CT (2010-2012)

A division of UBM plc, an international media company delivering conferences and events, online learning/CME, digital and print journal brands focused on Healthcare

Sr. Director, Marketing and Communications (December 2010 – May 2012)

Led centralized marketing & communications team of diverse professionals across UBM Medica (media) and CME LLC (medical education) divisions. Primary responsibility was driving audience and sponsorship revenue growth for CME activities, conferences and events. Additional focus supported the advertising teams in generation of leads, securing revenue, sponsorships and partnerships through strategic selling initiatives and research; and building audiences and incremental revenue from existing and new business units.

Achievements:

- Revived a struggling conference business by redefining its mission, communications strategies, and real value to participants, thus resulting in record attendee and sponsor revenue growth, which ultimately led to sale of business to third party.
- Developed *Advertiser Insights* program which delivers timely research and trends to clients and agencies, furthering developing relationships with marketing partners
- Implemented custom media solutions including development of sponsor online communities as part of integrated media campaign
- Leveraged skillsets of team members to increased efficiency and effectiveness, and established best practices across previously independently operated groups

Director of Audience Development, CME LLC (April 2010 – December 2010)

Generated audience participation at in-person (conferences) and online learning continuing medical education activities. Supported sponsorship and educational grant initiatives with custom materials and presentations.

Achievements:

- Set registration revenue records for both 2010 and 2011 annual conferences
- Enhanced the participant experience through personalized outreach, increased staff/faculty interaction and accessibility, and additional interactive activities.

WebMediaBrands, Inc., Darien, CT (1999-2010)

Formerly Jupitermedia Corporation - Nasdaq: WEBM, notable brands include internet.com, internetnews.com, mediabistro, jupiterimages & jupiterresearch.

Vice President of Marketing

Top-line responsibility for driving online advertising, e-commerce product/services, in-person event and research revenues, while building website traffic, brand recognition, developing/launching new products, and integrating acquisitions. E-commerce initiatives included B2C & B2B events, web-related products and services including software, services and digital media. Additional responsibilities: publishing (print & online network); all corporate branding & communications and public and investor relations.

Achievements:

- Developed and launched new products/revenue streams such as conferences, webinars and online learning digital media, web software/services and job boards, and print publications
- Launched Search Engine Strategies conference and tradeshow, took the brand international and ultimately sold as part of a package
- Turned a struggling research company (acquired for \$250K) into a \$10M asset that was sold within three years
- Retained 90+% of advertisers/revenue of acquired print property when merging with an existing publication, which represented 5x the total acquisition cost
- Managed strategic partnerships and affiliate programs including barter relationships that increased brand exposure and revenues
- Effectively monetized online communities via integrated cross promotion initiatives that resulted in additional revenue for related products and services including in-person events, online subscriptions, webinars and ancillary services
- Consistently utilized and leveraged newest developments and techniques in marketing and analytics, migrating from traditional direct mail/print to e-marketing and social media, which in turn increased effectiveness of initiatives and their ROI
- Built online media brands and networks via site launches and acquisitions (150 sites/150 e-mail newsletters) into \$30M+ in annual advertising revenue
- Built high performing teams of marketing, sales, creative, circulation and editorial professionals

Penton Media, Westport, CT (11/98-11/99)

U.S.-based business-to-business media company, privately-held (acquired Mecklermedia 11/98)

Director of Marketing, Events Division, Internet World Trade Shows and Conferences, ISPCON

Created and executed strategic marketing plan for \$250 million event business including direct mail, international and national print advertising, online advertising, Web-site advertising and e-mail. Oversaw, managed and forecasted a \$2+million marketing & communications budget.

Achievements:

- Developed multi-tiered sponsorship program as well as media/product sponsorships to increase sales opportunities and conversions
- Reduced overall marketing expenditures while increasing sponsorship and conference revenue

Mecklermedia Corporation, Inc., Westport, CT (1995-1998)

Director of Marketing, Publishing and Events

Directed the execution of all marketing-related activities for industry publications Internet World, WebWeek and Web Developer, and the Internet World tradeshow and conferences. Implemented cross promotional marketing initiatives with increased revenues and brand awareness while reducing outside marketing expenditures and custom program development and execution

Achievements:

- Built strategic partnerships to take the Internet World franchise international, including launches in Asia, Europe and South America
- Drove brand recognition and revenues for Internet World events and publications that led to sale to Penton Media for \$ 280 million
- Developed award programs such as "Product of the Year" for publications and events

CMP Media, Manhasset, NY (1990-1995)

Now UBM LLC, a subsidiary of United Business Media, a global media and marketing services company

Group Research Manager

Supervised team of industry-specific research managers focused on electronic engineering, IT, resellers and other communications. Conducted primary research including surveys, focus groups and industry studies to measure brand awareness, product usage and industry trends and forecasts. Utilized third-party research from Dataquest, Intelliquest and other providers in sales & marketing presentations

Achievements:

- Created the "Advertising Awareness Audit", an in-house advertising program that provided vital information to clients on their ads which incorporated qualitative as well as quantitative feedback and displaced external reports

Prior experience includes three years with Bertelsmann Media Worldwide as a financial analyst for their book and music clubs.

Education

State University Of New York, Albany, NY.

BS in Business Administration. Concentration: Management