

## ***Expanded DB Bio Information***

12 years of highly successful B2B Media Experience (Regional Sales Manager; National Sales Manager/Int'l Director of Sales; Publisher; Group Publisher; Senior Group Publisher.) A genuine, rich knowledge of the “inside workings” of a B2B Publication/Franchise; demonstrated skills and “touch” regarding access to Editors, (from Editorial Director and Editor-in-Chief to Senior Technical Editors and Product/News Editors); Publishers; Senior B2B Media Management, U.S. & Int'l Sales Professionals; and B2B Media Board of Directors. Contact/relationship base of former B2B Media professionals and friends is deep, tried and true. Never underestimate the value of Empathy.

Full knowledge, and a demonstrated utilization of all viable B2B media vehicles (Print, U.S. and Int'l; Digital Media – Web Sites, building content, creating and selling Micro Sites, Special DM Products like *Page-Peels*, Web Casts, Targeted E-Newsletters, Streaming Video Casts, etc., etc. – Creating and executing upon specific Market Research Studies; Key organization and needs assessment skills regarding the identification and execution of Trade Shows, Conferences; Sponsoring customer-centric symposiums, and Customized face-to-face “events.”)

Embracement of comprehensive, fully integrated B2B Market Access Programs, Strategies and Approaches. Realized myriad, proven victories and bona fide success stories for U.S., European, and Asian Suppliers/Advertisers.

Love marketing and love to sell – when done “the right way”, it is one of the most honorable and gratifying professions in the world. An adherence to and focus on helping one’s business grow – period. Almost obsessively customer service oriented. It’s all about the client! Establishing respect, engendering trust, demonstrating integrity, asking thoughtful and probing questions, listening well (and then listening even harder), showing a sincerely enthusiastic demeanor and high interest in a client’s products, technology, in the firm’s overall marketing challenges and goals as well as its business growth aspirations; caring deeply about a client – professionally and personally. It’s also all about relationships. “Making friends”, sustaining and strengthening those partnerships/relationships, and providing the kind of deliverables (value) that will catapult a client to higher levels of success – is what makes me tick.

Worked in four different industries; succeeded in all, which demonstrates my quick learning curve skills, ability to swiftly adapt and adjust to the needs of

different industries and working environments. Direct empathy with Entrepreneurs due to starting this business, and starting a business in the late 1980s/early 1990s. Invaluable “street-smart” MBA experience (resiliency, persistence, passion, work ethic 2<sup>nd</sup> to none; never, never ever giving up, etc.) – all of this “real life” professional experience gives me added insight into the challenges, problems and concerns of other Entrepreneurs – as well as the ability to recommend/provide the right solutions they need.

Having been an Entrepreneur in my past, starting a retail company and gaining a solid “Street-Smart MBA” experience; I proudly admit that entrepreneurial spirit is still burning alive and well. Therefore, the benefits of an “instant connection” and truly empathic relationships will develop between many clients and BMG.

Family – Community – Investing one's time and energy in causes that help support those less fortunate than ourselves – Giving Back – these are the most important priorities to BMG – ones that are as good for business as they are for care-givers and their recipients. This truism dovetails with my beliefs on how one effectively, efficiently and successfully builds a professional relationship/partnership and the top shelf service he must consistently deliver – those services must be tied to defined metrics that prove one's worth and the ROI any client should expect and certainly deserves.