

SUMMARY Marketing and Media Professional focused on Digital content and Entertainment & Pop Culture trends.

EXPERIENCE

9/06 – present **Program Director - Pricing Strategy & Yield Management
Platform-A - AOL LLC (NYC)**

Responsible for the establishment and communication of Pricing Strategy with the goal of maximizing the ROI on AOL's Owned & Operated Advertising Inventory. Areas of responsibility, covering \$200m+ in revenue, include:

- Video - Pre-Roll/In-stream, Tickerboy, Netstream
- Entertainment - TMZ, MovieFone, AOL Music, AOL Radio, Winamp, AOL TV, Asylum, HBO Comedy, GameDaily
- News - AOL News, Switched.com, Propeller
- Sports - AOL Sports, CineSport, LAT34
- Body - AOL Body, AOL Health
- Living - AOL Food, AOL Home, AOL Parenting, Coaches, Style, Horoscopes
- Commerce - AOL Shopping, CityGuide, ShortCuts, AOL Tickets

Continuously developing dialogue and cultivating key relationships with relevant parties including Platform-A Sales, Business Development, O&O Content Programming, Advertising.com Operations, Industry Bodies, Marketing Partners and Agency/Buying representatives.

6/03 – 8/06 **Project Director - Pricing Strategy
AOL - Time Warner (NYC)**

Supervised efforts toward a network-wide conversion to html-pages and IAB-standard units for all AOL and Time Inc. Interactive (TII) properties, essential to the success of AOL's ad-revenue-based business model.

Developed best-practices and processes around the management and monetization of AOL's most valuable ad-inventory, with successes including:

- AOL Welcome Screen – developed Pricing and Packaging Strategy as well as inventory tracking and management systems for the AOL Service/aol.com “Welcome Screen/Homepage” ad units. The resulting successes include direct incremental annual revenue of \$29.2 mm and in-direct incremental annual revenue of \$125.0 mm.
- Broadband Video – brought organization to and established best-practices around this nascent technology/product while evangelizing its potential value to advertisers. Within a year a 33% increase in effective rates and a 90+% Sell-Thru-Rate was realized, resulting in a \$1.1 mm increase in monthly revenue.

Advised Senior Sales Management on Strategic Pricing Practices for our largest clients, ensuring greater investments while maximizing total revenue for our inventory. Key, new/growth clients include:

- Entertainment - Sony, WB, Universal, Disney, Paramount
- Consumer Packaged Goods - P&G, Kraft, Unilever
- Consumer Electronics - Apple, Dell, HP
- Personal Finance - American Express, Fidelity, Charles Schwab, H&R Block
- Auto - GM, Ford, DCX, Hyundai, Toyota
- Retail - Walmart, Target, Kohl's, Nordstrom's, Gap Inc.

Worked in concert with Business Development, building consensus around the potential value of content/advertising partnerships.

8/00 – present **Executive Producer
GlenMuñozMusic - Independent Music Label and Sound Design Studio (NYC)**

LABEL – serve in role of Executive Producer and project A&R management.

SOUND DESIGN – direct Production and Marketing/Sales efforts for sound-track and sound-design services.

- Develop, arrange and produce original works for film and TV use.
- Established and operate separate music publishing company, managing all copyrights and royalties.

2/97 – 7/00 **Vice President – Associate Media Director**
Hill Holliday Advertising (NYC)

NEW BUSINESS – served as Director of Department's New Business efforts, winning Minolta, Priceline and Dun & Bradstreet.

INTERNAL INITIATIVES – in addition to stewarding the growth and profitability of a six-member team handling over \$100 million in billings, I engaged in the following:

- Served as Media Chairperson of Agency Online Committee, creating from base a full-service strategic and implementation service for our client's digital advertising needs (e-commerce, e-mail management, strategic partnerships), ultimately generating an additional \$2 million in annual agency revenue.
- Developed and taught Department's 1st Employee Training Program, which was designed to grow knowledge and capabilities of employees ranging from Assistant Media Planners/Buyers to Media Supervisors.
- Designed and implemented Agency's 1st Online RFP System, allowing publishing representatives to submit proposals through a standard online form which was automatically downloaded into an internal database for agency manipulation and evaluation, saving nearly 30% of agency manpower.

CLIENT INITIATIVES – in capacity as Associate Media Director, oversaw strategic approach, negotiation and implementation of clients Image, Product and Direct campaigns for TV, Radio, Print, OOH and Online.

- Dun & Bradstreet – conceived the "Intelligent Information" positioning that became the cornerstone of the campaign. Coordinated efforts of client marketing and sales teams, agency strategists, D&B software partners (SAP and Oracle) and media properties toward goal of evolving D&B's business model from a paper-based subscription service for Fortune 500 corporations to an internet/workstation-based menu-oriented service for businesses of all sizes.
- Omnipoint Wireless – served as media liaison on Client/Agency Task Force, disseminating competitive and industry intelligence as well as market-specific strategic recommendations through course of Omnipoint's expansion from a 4 market, \$14 million campaign to a 14 market, \$50 million campaign.
- Minolta – supervised creation and implementation of \$35 million media campaign for Minolta's re-branding and relaunch of their entire line of digital office products. Identified the strategic opportunity that resided in small businesses and burgeoning industries.
- UBS Warburg – coordinated media campaign for relaunch of newly merged SBD Warburg and Union Bank of Switzerland as well as its revamped divisions.
- Priceline – oversaw development and negotiation of Priceline's first campaigns as well as its expansion into automotive and groceries while expanding the business model through Priceline's already existing customer/e-mail database.

7/94 – 1/97 **Marketing and Media Consultant (NYC)**

Served as brand and media consultant to the following advertising agencies and their clients:

- True North – Campbell Soup Company
- McCann Erickson – Alka Seltzer, Lucent Technologies
- Korey, Kay & Partners – New York City MTA and New Business
- Gotham Inc. – New York Mercantile Exchange, Pete's Wicked Ale and New Business

7/90 – 11/93 **Media Supervisor & Manager – Sports Marketing Team**
DDB Needham Worldwide (NYC)

Graduated from DDB's agency-wide training program, splitting time between Media Planning and Sports Marketing Team. Managed a staff of four and over \$30 million in billings for clients including Heinz, Michelin, NEC, VW and New Business.

EDUCATION

1/94 – present **New School for Social Research (NYC)**
Continuing Studies regarding Media, Music and Entertainment Industries

8/86 – 5/90 **Bachelor of Science in Business, Miami University (Oxford, OH)**
Major in Marketing, emphasis on Advertising
Dual Minors in Sociology and Decision Sciences

Summer 1989 **Account Executive**
Laws Hall & Associates (Oxford, OH/London)
Miami University & Regents College in partnership with Kenner Parker Tonka and Grey Advertising

SKILLS

MS Office, Adobe Photoshop, QuarkXPress, RAPT, ProTools, html