

### SENIOR CORPORATE MARKETING EXECUTIVE

**20+ years' publishing industry experience** as Vice President, Board Member, President, CEO, General Manager, and Director, with emphasis on product development, rollout, sale, and multi-channel marketing of product and service offerings for legal, financial, and corporate professionals.

**Work with, and for, professional services companies, law firms, and print and electronic media publishers** ranging from start-up ventures to publishers with \$3+ billion in revenue. Lead startups, promote growth, restructure turnarounds, and manage culture change. Recruit, hire, train, and guide teams of up to 280 sales and marketing professionals. Manage budgets of \$40+ million.

**Build strong brands, save millions of dollars, create double-digit sales increases, positively impact market share,** and direct superior teams that are motivated to deliver excellence. Strategize in 3D, blueprinting simple yet strategic plans that can be easily and systematically executed for stellar results. Revenue-driving strategic contributions include...

- **Led startup and growth of standalone software publishing division to \$7 million per-year enterprise.** Rapidly developed, launched, and positioned a suite of PC-based software products, growing revenue from \$0 to \$7+ million with \$2+ million net profit. Captured and held #1 competitive position in all key product lines. Positions still hold today.
- **Enabled 25% boost in year-over-year new sales revenue, with rollout of 24 new products.** Boosted productivity on direct mail campaigns by 100%, dramatically enhanced employee morale by halting declining sales, and improved operational and financial performance of 300-person / \$40+ million budget sales and marketing department.
- **Built a formidable, high-value, full-service marketing department that delivered double-digit increases in sales** annually. Expanded contracts with users fourfold, strengthened brand, and increased market awareness of company.

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### PROFESSIONAL EXPERIENCE

**Global Securities Information, Inc. (GSI), Washington, DC**  
**DIRECTOR OF MARKETING**

**2001 to 2005**

*Publisher and global provider of online information products and services to the legal and financial services industries.*

Led three marketing managers and five support staff, with \$2.3 million marketing budget. Boosted sales 28% within a year; delivered double-digit annual growth through YE 2004; acquired 100% of Am Law 100 firms and 92% of Am Law 200.

**Brooks Consulting, Washington, DC**  
**PRINCIPAL**

**1998 to 2001**

*Private consulting firm serving cross-industry companies in startup, growth, restructure, and culture change stages.*

Provided full-range of advisory services to companies publishing, environmental services, training, and e-commerce companies. Consulted with and advised C-level executives, working closely with CEOs.

**Federal Employees News Digest, Inc. (FEND), Reston, VA**  
**PRESIDENT / CEO & PUBLISHER / BOD**

**1996 to 1998**

*Privately held publisher of print and electronic content related to salary and benefits for federal employees.*

Held full P&L accountability for all operations; managed a \$5 million budget for publishing. Led management team of four with indirect oversight to twelve. Halted declining revenues through aggressive marketing and promotional campaigns on higher margin offerings, increasing revenue annually through marketing alone, without a field salesforce.

**Bureau of National Affairs, Inc. (BNA), Washington, DC**  
**BOARD OF DIRECTORS / VP, DIRECTOR OF SALES & MARKETING**  
**GENERAL MANAGER, BNA (Software) / MARKETING MANAGER (Director Level)**

**1980 to 1996**

*\$300+ million, employee-owned print and electronic publisher of information for lawyers, accountants, and others*

Led turnaround of sales and marketing department. Increased new business by \$17 million — from \$19 million to \$36 million annually — and improved renewal rate to 87%, for additional \$150 million in annual revenue. Launched 24 new products in two years. Reduced cost of new subscription sales from \$1.80 per dollar sold to \$1.40 per dollar and increased productivity of the sales distribution channels by as much as 25% annually.