

# ROBERT B. BROOKS

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## EXECUTIVE BRAND

### *“Strategic Simplicity”*

Strategize in 3D — see innovations and solutions that others don't. Blueprint simple yet strategic plans that consistently deliver growth and revenue. Believe there is usually an easier, more effective solution.

## AREAS OF IMPACT

- Corporate Sales & Marketing
- Growth & Change Management
- New Product Development
- Mass Market & Targeted Marketing
- Branding & Positioning
- Consultative & Relationship Sales
- New Product & Services Launches
- Public Relations & Media Affairs
- Crisis Communications & Spin Selling
- P&L and Operations Responsibility
- Startup & Turnaround Management
- Market Research & Analysis
- Competitive Intelligence
- Collateral Materials & Promotions
- Teamwork on Company Goals
- Prospecting & Lead Generation
- Offers, Incentives & Pricing
- Concept, Content & Graphic Design
- Relationship Building & Networking
- Customer Service & Loyalty
- Internal & External Consulting
- Executive Decision Support

## 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 within the legal profession.

Work with, and for, professional services companies, law firms, and print and electronic media publishers ranging from start-up ventures to publisher with \$3+ billion in revenue.

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.

Lead startups, growth, restructuring turnaround and culture changes (for four complete business organizations to date.) Recruit, hire, train, motivate, mentor, and guide teams of as many as 280 marketing and sales professionals. Manage sales and marketing budgets of \$40+ million.

## VALUE PROPOSITION

### *Business Development, Growth & Marketing*

Conceptualize, design, develop, and execute innovative, powerful, well-targeted strategies and campaigns that deliver exceptional results. Experienced in full complement of corporate marketing and sales management functions at senior levels. Acutely tuned to customers, industry trends, competitive activities, and market conditions.

### *Strategy & Execution*

Keen ability to see far ahead and to distinguish multiple scenarios and courses of action. Constant source of ideas and solutions. Breakdown and communicate the “big picture” into smaller, manageable parts that can be easily and systematically executed for stellar results.

### *Leadership & Character*

Trusted advisor to top-tier executives, and internal / external customers. Earned numerous performance-based promotions into top-ranking management roles including Board Member, President, and CEO. Dedicated and loyal with motivational management style and relentless tenacity for meeting goals and objectives.

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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 — SEC releases, related content, value-added software, M&A research, analytics, and reports — to the legal and financial services industries.*

Managed all aspects of corporate marketing function — strategic planning, messaging, branding, concept development, communications, campaign management, collateral design, website, market research, competitive intelligence — and teamed with the company's five directors, providing support as needed.

Recruited, hired, mentored, and led core team of three marketing managers, and provided indirect supervision to staff of five in graphic design, market research, and support roles. Planned, administered, and controlled \$2.3 million marketing budget.

*Professional Experience, Global Securities Information Inc., continued***MANAGEMENT & LEADERSHIP**

- Changed culture and organizational structure of Marketing Department — from a reactive and detached group to a dynamic organization with a highly talented sharing team — and led it to become recognized as a high-value service provider / partner to all internal customers.
- Revised the corporate marketing plan — from one of sending postcards to 100,000 — to sending quality communications to 40,000. Gained complete buy-in from top-tier executives within 60 days of hire.
- Contributed to corporate-level strategic planning and decision-making. Designed and implemented well-received new look and feel to flagship product.

**BUSINESS GROWTH & MARKETING**

- Boosted sales 28% within one year of hire and continued to deliver double-digit annual growth through YE 2004.
- Positioned GSI as the premier provider of SEC-related materials to the legal industry — acquired and serviced 100% of Am Law 100 firms and 92% of Am Law 200.
- Increased Internet orders from \$0 to \$500,000+ by adding multiple offers and improving the look and feel — to better align marketing message and brand — of the corporate website, [www.gsionline.com](http://www.gsionline.com).
- Improved marketing ROI from virtually zero to as high as 50% annually — confirmed by external audit — by classifying all legal prospects by practice area, segmenting the customer base by revenue and sales district, cleaning and updating the database, and ensuring that all programs maintained high image and consistent message. Completed all promotions, projects, and events on-time and on-budget.

**KEY INITIATIVES & PROJECTS**

- Dramatically improved internal and external marketing communications by conceiving and distributing over 90 “Blue Sheet” memos to field salesforce, providing timely, comprehensive marketing and product information.
- Improved the value, appearance (four- to eight-page, four-color publication) and frequency (from quarterly, to bimonthly, to monthly) of corporate newsletter distributed to prospects, employees, and customers.
- Created a personalized bi-weekly e-letter with links to LIVEDGAR and distributed to 56,000+ addresses.
- Developed and managed full-scale public relations program of trade shows (20 national and local), training sessions, and luncheons (four-star restaurants / 15-17 cities) — with attendance of CEO and special promotions / events for top-1000 customers.

**Brooks Consulting, Washington, DC****1998 to 2001****PRINCIPAL**

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

Formed and managed private consulting firm providing full-range of advisory services — strategic business planning, marketing, branding, positioning, e-commerce, operational performance improvement — to companies doing business in the publishing, environmental services, training, and e-commerce industries. Identified and secured new business, determined and executed scope of work, and established / managed relationships. Consulted with and advised C-level executives, working closely with CEOs.

**KEY ENGAGEMENTS & RESULTS**

- M&A — Performed strategic analysis of the product offerings and marketing methods of two recently acquired companies. Developed and recommended efficient, cost-effective integration and consolidation strategy.
- E-Publishing — Advised executive in content management, marketing, and website design / construction for constructing a single website for 50 print products.
- \$3 Billion International Conglomerate — Advised Principals in identifying branding and channel management synergies among eight of their portfolio companies. Wrote business plan, budget, and technology requirements for content syndication presentation to Board.
- Newsletter Publisher — Advised struggling publisher in repositioning their subscription-based information tool.

*Professional Experience, continued***Federal Employees News Digest, Inc. (FEND), Reston, VA  
PRESIDENT / CEO & PUBLISHER****1996 to 1998***Privately held publisher of print and electronic content related to salary and benefits for federal employees.*

Recruited by the owner to serve on Board of Directors and hold full P&L accountability for all aspects of operations — strategic planning, editorial, circulation, business development, marketing, sales, product development, finance, budget administration, customer service, and relationship building. Managed a \$5 million budget for publishing (books and newsletters that reached 200,000+ federal employees) and operations. Led a core management team of four and provided indirect oversight to workforce of twelve.

**MANAGEMENT & LEADERSHIP**

- Conceived, developed, communicated, and executed a new corporate business strategy — focus on performance excellence, financial discipline, aggressive marketing (including Internet), co-op advertising and strategic partnering.
- Effected culture change, streamlined operations, reengineered business processes, and improved employee cooperation / morale by providing strong, decisive leadership.
- Improved / maintained margins despite decline in circulation, when the US Office of Personnel Management launched its website.

**GROWTH MANAGEMENT & MARKETING**

- Halted declining revenues through the combination of developing and launching new products, increasing prices, building strategic alliances, and focusing aggressive marketing and promotional campaigns on higher margin offerings.
- Increased revenue annually through marketing alone, without a field salesforce. Personally negotiated and closed major government contract and contracts with three strategic partners.

**Bureau of National Affairs, Inc. (BNA), Washington, DC****1980 to 1996****ELECTED MEMBER, BOARD OF DIRECTORS** 1994 to 1996**VICE PRESIDENT, DIRECTOR OF SALES & MARKETING, Corporate** 1991 to 1996**GENERAL MANAGER, BNA Software** 1984 to 1991**MARKETING MANAGER (Director Level), Corporate** 1980 to 1984

*\$300+ million, employee-owned publisher (print and electronic formats) — of information for cross-industry professionals — lawyers, accountants, regulatory compliance managers, human resource executives, and safety managers.*

**AS VP**, member of executive team, held accountability for corporate marketing and sales. Collaborated with editorial, in-house advertising agency and product managers. Led marketing team of 30 marketers and 250-person sales force. As **General Manager**, led startup of an internal software publishing division, held P&L accountability, and managed 30 employees. As **Marketing Manager**, implemented corporate marketing strategies and oversaw campaigns, projects, and teams. Supervised six product managers, in-house advertising agency (staff of 20), and up to four market researchers and analysts.

**REPRESENTATIVE CONTRIBUTIONS**

- Increased new business by \$17 million — from \$19 million to \$36 million annually — and improved renewal rate to 87%, representing an additional \$150 million in annual revenue. (VP)
- Launched 24 new products — print, online, CD-ROM formats — within two years, and managed production of 200 direct mail promotions, 20 collateral brochures and four major ad campaigns per year. (VP)
- Led complete turnaround of the sales and marketing department. Reduced cost of renewable sales from \$1.80 per dollar to \$1.40 per dollar and increased productivity of the sales distribution channels by as much as 25% annually. (VP)
- Grew annual software sales from \$0 to \$7.5 million with \$2.3 million in profit. (GM)
- Captured #1 market position through organic growth and acquisition of major competitor. (GM)
- Succeeded in starting, growing, and leading a highly profitable business organization. (GM)

**EDUCATION & AFFILIATIONS**

Enrolled in **George Washington University MBA Program** (major in Information Science) for one year.

**BA Degree** in Liberal Arts (major in Economics, minor in Political Science), Clemson University, Clemson SC

Member, **Legal Marketing Association**