

Marketing executive with extensive experience catalyzing rapid revenue growth while controlling multimillion-dollar program budgets. Sharp training, advertising and marketing acumen across national publications, niche markets, classified verticals, legal and private party segments, and political issues and candidates. Collaborative communicator continually focused on building relationships and positioning high-performance teams for unprecedented success.

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|----------------------------|-----------------------|---------------------------------|
| ✓ Strategic Sales Planning | ✓ Risk Management     | ✓ C-Level Collaboration         |
| ✓ Process Improvement      | ✓ Client Assessment   | ✓ Fund Development              |
| ✓ Project Management       | ✓ Conflict Management | ✓ Political Campaigns           |
| ✓ Training & Retention     | ✓ Cost Control        | ✓ Problem Analysis & Resolution |

## PROFESSIONAL EXPERIENCE

### NERUS Strategies LLC, Salem, OR – June 2016 – Current

#### Chief Strategist & Consultant

- **Executive Leadership:** Founding partner for NERUS Strategies, LLC. A boutique approach with big brand impact.
- **Mentoring & Coaching:** Go-to-market strategies, communications, pricing and business development.
- **International Experience:** Supported geographically dispersed organizations across the US, Canada, Mexico and Denmark.
- **Revenue Growth & Capital Campaigns:** Working with clients on specific revenue growth plans for sales organizations, delivering dramatic results. Working with clients for marketing and visualization of capital campaigns in excess of \$13million.
- **Strategic Planning:** Experienced with structuring and leading strategic planning meetings. Perspectives and tactics on how to effectively work cooperatively with others, insights on how to effectively execute on your strategic plan.
- **Training:** Extensive training experience for new concepts, re-imagined concepts and retiring old concepts for new concepts. Including product knowledge, role-play, development of business presentations and overcoming objections.
- **Merger & Acquisition Support:** Determine market expertise, growth potential, revenue opportunities, and Please note only evaluations, not “valuations” of the business.

### THE DOLAN COMPANY, Minneapolis, MN - July 2014 – May 2016

#### Vice President, Sales & Marketing

- **Executive Leadership:** Chosen as the first VP of Sales & Marketing for national niche publisher of business, legal and special event producer for The Dolan Company; Report directly to CEO.
- **Mentoring & Coaching:** Oversee development and improvement of Publishers and Advertising Directors across 15 locations: Baltimore MD, Boise ID, Boston MA, Charlotte NC, Detroit MI, Long Island NY, Milwaukee WI, Minneapolis MN, New Orleans LA, Oklahoma City, Phoenix AZ, Portland OR, Richmond VA, Rochester NY, and St. Louis MO.
- **Major Revenue Growth:** In first 5 months, tripled EBITDA performance; held accountability for \$48M in revenue influence.
- **Publisher & GM:** was the publisher for The Idaho Business Review, The Michigan Lawyer’s Weekly. Interim publisher for Minneapolis Finance & Commerce, Minnesota Lawyer & Capital Report. Wisconsin Law Journal & Daily Reporter.
- **Continuous Improvement:** Led digital re-launch, budgeting, performance gap planning, hiring and re-staffing organization.
- **Training:** trained 16 markets over 6 week time frame on digital assets. Including product knowledge, role-play, development of business presentations and overcoming objections.
- **Merger & Acquisition Support:** Integral part of management team that successfully sold publishing division to New Media Investment Group.

**STATESMAN JOURNAL NEWSPAPER, Salem, OR • 2012-2014****SR. DIRECTOR OF ADVERTISING (SVP LEVEL)**

- **Business Administration:** Oversaw and optimized \$14.3M+ budget, complex product launches, sales planning, and marketing & sales leadership.
- **Financial Oversight:** Accountable for chief revenue officer responsibilities, leading turnaround for channels outside local control.
- **Brand Management:** Drove sales, product design, and Oregon's capital city website ensuring accuracy, proper placement, and aesthetically pleasing advertising.
- **Team Management:** Led a staff of 50 in sales and product design and implementation for the Statesman Journal, the daily newspaper and website for Oregon's capital city.
- **Technology Integration:** Led department-wide adoption of Salesforce.com.
- **Revenue Influence:** recreated "Best Of" program that first year 150% over budget with a 60% ROI. Continues to deliver YOY revenue gains of 20%-30% with same costs.

**FREEDOM COMMUNICATIONS, Irvine, CA • 2008-2012****SR. DIRECTOR, ADVERTISING (SVP LEVEL)**

- **Leadership:** Promoted to oversee all sales and product in December 2008, directly managing sales force of two national managers and 40 individual markets.
- **Marketing Strategy:** Subject matter expert in classifieds, overseeing all classified verticals for the company and establishing vision, sales strategies and market deliverables.
- **Market Penetration:** Rolled out 40+ real estate websites in under 10 months. Rolled out new automotive platform to 30 markets.
- **Category Innovation:** Spearheaded comprehensive reworking of automotive category and the private party or "other" categories including legal and obits.

**DENVER NEWSPAPER AGENCY, Denver, CO • 2007-2008****DIRECTOR, REAL ESTATE ADVERTISING**

- **Transformative Leadership:** Redesigned Rental and Real Estate Online platforms, weekend sections, provided yearly budgets, produced pricing strategies, and established new business acquisition.
- **Relationship Management:** Established relationships with eight associations of realtors, MLS Corporation, and Home Builder's Association ensuring relationships were strong with periodic communication and interest.
- **Achievements:** Increased profit margins by 60% to 90% by launching a real estate niche product that better served the realtor marketplace.

**ADDITIONAL ROLES**

<b>THE FRESNO BEE, Fresno, CA, Real Estate Sales Manager</b>	2003-2007
<b>SAN JOAQUIN VALLEY AIR POLLUTION CONTROL DISTRICT, Fresno, CA, Public Relations Specialist</b>	2003-2003
<b>LONDON PROPERTIES, LTD., Fresno, CA, Vice President, Sales &amp; Marketing</b>	2002-2003
<b>THE MADISON AVENUE GROUP, INC., Fresno, CA, President &amp; CEO, Creative Director</b>	1983-2002
<b>SUN STEREO CORPORATION, Fresno, CA   Phoenix, AZ, Creative Director, Media Strategist</b>	1980-1983

**EDUCATION****UNIVERSITY OF MONTANA**

MASTER OF BUSINESS ADMINISTRATION, (BUSINESS MANAGEMENT), 2003

BACHELOR OF ARTS (MARKETING MANAGEMENT), 1997

## AWARDS & AFFILIATIONS

**Charles Horn Award**, Western Classified Advertising Association, 2013

**ACME Award**, Newspaper Association of America, New Home Magazine, Real Estate Category, 2007

**“Rising Elite” Recognition**, Newspaper Association of America, 2007

**Other awards:** Numerous local and national advertising awards, including the ADDY’S for Best Self Promotion, Best Television Campaign, Best Sales Film/Video Presentation and Best Four Color Newsletter Design.

**Past Chair**, Western Classified Advertising Association / Northwest School System

**Past Member**, The American Lung Association of California Governing Board,  
The National Apartment Association Board, and Family’s Together

**Featured Speaker and Consultant, Creative Thinking, Modernizing Media, Strategy & Imagery**

The Newspaper Association of America, National Apartment Association, California Association of Realtors,  
California State University, Fresno and the Small Business Development Center in Fresno and Bakersfield