

## DIRECTOR

### Executive Profile

Forward thinker with expertise in marketing, partner acquisition, contract negotiation, communications, project management, collaboration and consensus building, combined with a Master's Degree in Business Administration.

### Professional Experience

02/1999 to Current

DIRECTOR Company Name i¼ City , State

- Currently lead key discounts initiatives involving technology, branding, marketing, strategy development and the evaluation of new member benefit programs: Collaborate with clubs to ensure consensus on partner marketing, branding, technology efforts, contract negotiations and partner acquisition. Actively lead club work teams including the Discounts Task Force, the Member Data Capture Team, the Member Offer Database group and the Discounts and Rewards Re-Branding Team.
- Develop and present topics to the Discounts Sub-Committee. Led club discussions that resulted in an unprecedented association-wide promotional commitment for discount partners. Led staff efforts for the timely and successful evaluation and selection of vendors for the discounts technology solution. Oversee the development of multi-channel program marketing materials for club use, including social media and other digital programs. Provided thought leadership for the creation of a new system that provides analytics and insights on partner performance and marketing exposure. Led sales acquisition efforts that resulted in the addition of numerous key brands to the Show Your Card & Save program, including New York & Company, Target.com, DIRECTV, Dell, Circuit City and Best Buy. Successfully negotiated new partner contracts and launched new programs including AAA Prescription Savings, Target.com, Shell gasoline program, Payless, UPS and Travel Money programs.

09/1997 to 02/1999

INTERNET DEVELOPMENT PROJECT MANAGER Company Name i¼ City , State

- Promoted to position.
- Managed overall Internet project and technical development of AAA.com functionality for online travel bookings, routings, travel material requests and TourBook look-up.
- Managed staff of four developers and directed the work of Internet designers, content editors and technical writers in other departments.
- Delivered enhanced national web site application on time for testing. Conducted focus groups to determine site usability and design effectiveness. Oversaw RFP process for selection of national Internet Service Provider. Evaluated internet costs and developed recommendations for club pricing. Collaborated with business lines to develop specific approaches for integrating and deploying the Internet as a service delivery channel.

04/1996 to 09/1997

ELECTRONIC PUBLISHING MANAGER Company Name i¼ City , State

- Responsible for all aspects of America Online (AOL) project and interim internet project (AAA.com).
- Major accomplishments included: Managed the accelerated creative and technical development of AAA.com, using all in-house technical and publishing resources. Built strong working relationships with Internet Development Committee members. Managed development of TourBook, zip code, AAA offices and dues, and Approved Auto Repair database search functionality. Created content and promotional programs for both online sites including two successful online contests which doubled site visits during promotional period. Initiated development of a secure web site allowing credit card transactions and a more streamlined method of receiving online membership applications.

07/1991 to 03/1996

MARKETING / PRODUCT DEVELOPMENT MANAGER Company Name i¼ City , State

- Performed various marketing and project management functions within Publishing area.
- Provided financial/market feasibility analysis for potential business opportunities including an electronic travel kiosk and a multi-media venture.
- Became Marketing Manager for the Publishing Division in January 1993.
- Developed club travel store program, a direct-to-member publications sales test, club marketing programs for retail publications.
- Served 18 months as program manager for AAA's World Cup soccer national sponsorship.
- Oversaw club promotions, AAA product development, retail distribution and premium product sales/development to sponsors.

07/1990 to 06/1991

VICE PRESIDENT BRANCH ADMINISTRATOR Company Name i¼ City , State

- Managed operations for seven branches with 45 employees and \$184 million in deposits.
- Developed and managed a successful plan to maintain existing customer base during period of government intervention.

10/1986 to 06/1990

VICEPRESIDENT Company Name i¼ City , State

- Given statewide marketing responsibility in January 1990 for 36-branch institution.
- Previously directed these functions for the bank's 20-office Daytona region.
- Managed a \$750,000 marketing budget with a staff of six.

- Developed and implemented innovative and cost efficient marketing plans to promote bank products and services.
- Directed several successful multimedia campaigns including one which attracted \$20 million in deposits in 90 days.
- Launched business development program that generated \$14 million in sales in three months.
- Program focused on prospect development, formalized sales reporting, sales tracking, follow-up, incentives and recognition.
- Established and managed an eight-person outbound telemarketing department that generated \$2 million deposits during the first four months.

01/1984 to 09/1986

BUSINESS DEVELOPMENT REPRESENTATIVE Company Name i¼ City , State

- Created Newcomer Program and designed to attract business from people moving to the area.
- Managed all sales efforts, which generated \$20 million in deposits in the first five years.
- Promoted to Vice President, Regional Marketing Manager as a result.

01/1981 to 01/1984

NEWSPAPER REPORTER Company Name i¼ City , State

- Covered city government, general news and feature stories.
- Promoted to business writer and reported on financial topics while studying for MBA.

Education

1984

MASTER'S DEGREE : BUSINESS ADMINISTRATION Stetson University i¼ City , State BUSINESS ADMINISTRATION

1981

BACHELOR OF SCIENCE DEGREE : Journalism and Business Florida Southern College i¼ City , State Journalism and Business

Skills

America Online, AOL, Auto Repair, Branding, budget, business development, com, content, contract negotiations, contracts, credit, Database, delivery, Dell, financial, focus, government, Internet Development, Internet Service Provider, leadership, marketing plans, marketing, market, Marketing Manager, marketing materials, MBA, Money, office, multimedia, multi-media, pricing, product development, project management, publications, receiving, retail, RFP, sales, sales/development, sales reporting, Shell, stories, strategy development, telemarketing, web site, writer, zip