

CHARLES WEST

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VP: Business Development / Sales Management

Strong Publications Marketing / Account Development / Team Leadership

Advertising Sales / Growth Strategy

Accomplished Business Development Strategist and Leader with 12+ years' experience in publishing, advertising, direct marketing, and media. Agency- and client-side experience. In-depth knowledge of parent publishers of trade and consumer magazines. Organized, innovative, strategic thinker with strong track record for exceeding sales quotas and leading high-performing sales teams. Motivated by business growth, profitable relationships, and customer presentations.

SUMMARY OF QUALIFICATIONS

Business Growth – Twelve years' experience in strategy and new business development. Use client relationship management, targeted HTML campaigns, industry events, and consultative sales to create and leverage new business opportunities.

Account Leadership & Development—Manage and leverage long-term partnerships and client relationship management to expand customer accounts and increase revenue through “organic” customer bases.

Sales & Sales Leadership – Develop and deliver effective sales presentations, RFPs, and negotiations. Drives top-performing sales teams to outsell publications-industry averages in niche markets. Sell to Fortune 1000 clients such as Microsoft, RCN, JP Morgan, MBNA, ETS, GlaxoSmithKline, Novartis, etc.

Sales & Marketing Strategy – Drive corporate sales and strategies to increase market share, profit margins, and sales quotas in key growth markets. Consistently meet team and corporate objectives.

Experience directing all aspects of Publications Marketing. Includes subscriber acquisition, conversion and retention; advertising sales promotion; circulation and fulfillment; production; and vendor relations.

CORE COMPETENCIES

- New Business Development
- Business Plan / RFP Creation
- Marketing Collateral Copy & Design
- Strategic Marketing / Brand Response
- Sales / Revenue Budgeting & Forecasting
- Customer / Client Acquisition & Retention
- Advertising / Promotions / Sponsorship
- Contract Negotiations
- Sales Team Management
- Product Launch / Market Identification
- Boardroom Presentations
- Contract Negotiations

PROFESSIONAL EXPERIENCE

TAYLOR WORLD GROUP COMPANY, ROSELLE ADVERTISING – Princeton, NJ
VICE PRESIDENT and GENERAL MANAGER (2001 to Present)

Selected Accomplishments:

- **Business Leadership** – Accomplished turnaround of a waning magazine marketing department, after a company veteran vacated the leadership position.
- **Marketing Strategy** – Launched an innovative model of “Brand Response” for highly-targeted advertising, branding, direct marketing, and segmentation in key growth markets. Helped increase revenue 60% 3 years in a row – and grew total revenue from \$225M to \$300M in just 4 years.

Continued

PROFESSIONAL EXPERIENCE (*continued*)

- **Sales** – Delivered over 200 targeted presentations to senior executives and decision makers at name companies such as Reed Business and Time, Inc. Spanned financial services, education, telecom, healthcare/pharmaceuticals, energy, transportation, consumer packaged goods, and government.
- **Sales Leadership** – Directed consultative sales and marketing efforts, collaborative presentations and proposal efforts with 10+ Taylor agencies, new client sales, existing account development, collateral development, and planning for new initiatives. Helped sell \$8M+ in business in 2004 alone.

Promoted to lead new business development agency-wide for this “top 5” leader in multinational advertising with \$300M revenue, 160 employees, and 37 global offices. Oversee 1 VP, 2 Directors, and a team of 9 creative, art, graphic art, copywriting, production, billing, admin, and project management professionals.

TRS MEDIA, INC. (formerly MILES HOLMAN, INC.) – New York, NY
NATIONAL SALES MANAGER (1999 to 2001)

Selected Accomplishments:

- **Sales Leadership** – Led a sales team to revitalize a declining tradeshow event – the Financial Technology Expo. Developed new collateral, and reintroduced the expo into the highly-competitive financial technology market place. Helped exceed the sales forecast by 35%.
- **Sales** – Developed and delivered sales presentations for senior executives and media buyers. Pitched newspaper, magazine, Web, research, education, direct marketing, tradeshow, and custom publishing products. Sold to industry leaders such as Siebel, SunGard, SAP America, WorldCom, and Citibank.
- **Sales Strategy** – Consulted with customers to develop best-position strategies for e-Commerce, ASP, CRM, and enterprise solutions business. Also initiated industry-specific campaigns targeting banking, securities, and insurance. Increased revenue from \$.7M to \$1.4M in 2 years.

Managed all aspects of advertising, event, and sponsorship sales for the Financial Technology Expo, an annual tradeshow critical to this multimedia-business-technology leader with 80+ publications and 5 international networks in over 30 countries.

WARREN BUSINESS INFORMATION – New York, NY
SALES MANAGER, R.R. Bowker (1997 to 1999) /
ACCOUNT MANAGER, Variety Magazine/Daily Variety/Variety’s On Production (1994 to 1997)
EDITOR, Library/School Library Journal & Publisher’s Weekly (1992 to 1994)

Selected Accomplishments:

- **Business Development** – Selected, trained, and supervised a sales team for the bookseller niche. Added 150 clients in 1 year, increased revenue from \$.4M to \$1.1M; and exceeded sales objective by 200%. Did this through training, product development, and collaboration with marketing. (For Bowker)
- **Sales Strategy** – Launched a new publication in the formidable entertainment industry. Created a spin-off of the renowned 100-year-old “Variety Magazine.” Won 17% market share in 1 year, while competing with 11 other trade magazines. (For Variety)
- **Sales** – Negotiated multimillion-dollar advertising contracts with major national accounts such as Miramax, ABC Sound, NBC Productions, and Fox Animation.
- **Business Management** - Launched a new sales division and a new publication for this B2B information provider with 100+ top publications and 75 web sites serving 23 market sectors across 5 continents.

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EDUCATION & TRAINING

ITHACA COLLEGE – Ithaca, NY
B.A., Speech Communications (1991)

Professional training, trade shows, and seminars:

- Folio Show – New York, NY (2001 to 2004)
- Circulation Management Conference & Expo – New York, NY (2001 to 2004)
- Agency Review Seminar (Pile & Company) – New York, NY (2004)
- Sales Round Table Development Committee (Miller Freeman Publishing) – New York, NY (2000)
- Ad & Promotional Sponsorships Seminar (Int'l. Assn. of Exposition Mgmt.) – New York, NY (2000)
- Exposition Sales Management Seminar (Helen Berman Corporation) – Washington, DC (1999)
- Cahners Sales Training Seminar (Cahners Publishing) – New York, NY (1995)

Computer skills: MS-Word, Excel, PowerPoint, Access, WordPerfect, email/Internet, and contact management.

COMMUNITY SERVICE

Volunteer activities in all of the following:

- Board Position for Church Membership Development – Ithaca, NJ
- Volunteer Mentor/Teacher for Foster Children & Immigrants – Asia
- Participant in Realty Investment Holdings Company for Commercial & Residential Properties – Ithaca, NY