

PROFESSIONAL CAPABILITIES AND CORPORATE EXPERIENCE SUMMARY – RUSSELL A. RAMAN

MARKETING SKILLS INVENTORY

GENERAL BUSINESS FUNCTION

SPECIALIZED MARKETING SKILLS AND EXPERTISE

STRATEGIC PLANNING

Goal Identification and Evaluation
Competitive Monitoring and Assessment

Business (“SWOT”) Analysis
Strategic / Operating Plan Development

PRODUCT / BRAND MANAGEMENT

Budget Planning / Profit & Loss Responsibility
Branding, Positioning and Identity
Marketing and Product Research
New Product Launches (Test Market and National Rollout)

Sales Planning and Forecasting
Pricing Analyses and Recommendations
Package Design, Testing and Evaluation

ADVERTISING AND MEDIA

Copy Strategy Development (*TV, Radio, Print, Outdoor, Internet*)
Media Planning and Buying
Client Service / Account Management

Creative Development (*Copywriting, Editing*)
Creative Copy Testing and Evaluation
Web Design Oversight and Content Development

SALES PROMOTION

Consumer Promotion (*Sweepstakes, Coupons, Refund Offers*)
Trade Promotion Strategies and Programs
Direct Marketing Campaigns (*Print, Electronic, Telephone*)

Sales Collateral, Brochures and Catalogs
Merchandising / Point-of-Sale Enhancement
Retail Plan-O-Gramming and Shelf Management

RESEARCH & DEVELOPMENT

New Concept Generation

New Product Development and Testing

PUBLIC RELATIONS AND MARKETING COMMUNICATIONS

Crisis Planning and Media Management
Press Releases and Media Kits
Videotape Script-Writing and Production
Internal Employee Communications (*Newsletters and Electronic*)

Media and Investor Relations
Strategic Alliances / Marketing Partnerships
Executive Speech-Writing
Trade Show Scheduling and Exhibits

BUSINESS AND SALES DEVELOPMENT

Target Account Identification
Special Events and Conference Production
Sales Development Tools (*Brochures, Newsletters, Catalogs*)
Licensing and Sponsorship Program Management
Consultative Selling

Sales Research and Surveys
Broker / Distributor Sales Management
Proposal Writing and Production
New Business Presentations
Strategic Partnership Negotiations

CORPORATE WORK EXPERIENCE

CONSUMER PACKAGED GOODS BRAND MANAGEMENT:

NATIONAL DISTILLERS PRODUCTS COMPANY – Hired for pioneer sales and marketing training program with third largest distilled spirits marketer in the US. Promoted to Marketing Manager in charge of *Windsor Canadian Whiskey*.

LEVER BROTHERS – Recruited to market nationally-advertised detergents and household cleaning products. Launched new *Sunlight Dishwashing Liquid* into test market. Promoted twice in three years.

WARNER-LAMBERT COMPANY – Directed American Chicle Group marketing programs for new products and nationally advertised confection brands in the breath mint, chewing gum and cough tablet categories. P&L responsibility for category generating more than \$112 million sales, and budgets exceeding \$23 million.

CLIENT SERVICE AND ACCOUNT MANAGEMENT:

SAATCHI & SAATCHI ADVERTISING:

Client service, account management, creative team leadership and new business development at two divisions of this international communications agency:

(a) **CADWELL DAVIS PARTNERS ADVERTISING** – Managed advertising clients billing over \$8 million, including Hoya Crystal USA and Johnson & Johnson's Personal Products Division for this boutique Saatchi & Saatchi advertising agency. Supervised two account executives.

(b) **SIEGEL & GALE** – Led new business development and client positioning, naming, market research and logo graphic design consulting projects for this leading international corporate identity consulting firm.

BUSINESS-TO-BUSINESS MARKETING MANAGEMENT:

DELOITTE & TOUCHE – Built and managed Marketing Department for flagship New York office of this “Big Five” accounting and professional services firm. Created programs to build name recognition and differentiate Deloitte & Touche as preeminent audit, tax and management consulting firm in the marketplace. Managed staff of 26 marketing professionals.

AMERICAN KENNEL CLUB – Head-up marketing and branding initiatives to raise awareness and understanding, reverse declines in puppy registrations and develop licensing, sponsorship and marketing affinity revenue for largest non-profit purebred dog registry and governing body for the sport of purebred dogs.