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Summary of Professional Experience:

A proven track record of success from many years in advertising and marketing. What does that really mean? Well, that I've worked on a ton of different business categories, from health care to industrial laser drills –through direct marketing, television, print, outdoor, internet and other media, for DTC and B2B. It means that I've been responsible for directing advertising and marketing strategy including all aspects of advertising concept, research, media planning, account planning, and have worked hand-in-hand with account directors on internal and external pitches.

It also means my leadership skills have been tested when directing staffing groups from four to forty. And that I have proven experience in directing and motivating others. Through senior management experience I have become adept at handling real-world business situations while fostering a great degree of creativity and latitude, all to the benefit of clients and employers. It means that I've helped companies get noticed, and I get bottom-line results. I'm proud to have:

- Developed strategies and campaigns that often surpassed expectations and goals
- Increased revenue and sales goals, and assisted in sustaining them
- Filled empty seats and beds
- Shortened lead generation time
- Reduced sales efforts and costs, resulting in higher profitability
- Redirected customers to more profitable channels.

Professional Experience

2008 to Present: Creative Director, Station Casinos, Inc.

Las Vegas, NV

My Role:

Founded in 1976, Station Casinos is the premier provider of gaming and entertainment for residents of the Las Vegas area. In 2005, 2006, 2007 and 2008, Station Casinos (consisting of over 14,000 employees) was named one of the "Top 100 Companies to Work For" in the US by Fortune Magazine.

Currently oversee the in-house creative department, with a staff of 22, which produces all advertising and marketing including, television, radio, outdoor, print media, web, collateral and on-property signage for all properties as well as corporate needs.

The franchise currently includes:

- Red Rock Casino, Resort & Spa
- Green Valley Ranch Resort & Spa
- Aliante Station

- Palace Station
- Boulder Station
- Texas Station
- Santa Fe Station
- Sunset Station
- Fiesta Casino & Hotel
- Wildfire Casino
- Wild Wild West Gambling Hall & Hotel
- Barley's Casino & Brewery
- The Greens

2006 to 2008: VP and Creative Director, Critical Mass Creative Group

Los Angeles, CA

My Role:

Brought in to start a new advertising, marketing and creative group (owned by a larger communications company) from the ground up. Oversaw and guided putting the agency together from the beginning, including hiring staff, development of procedures and processes, equipment purchase, financial and billing processes, and all other aspects of starting a new business. Responsible for all creative and production activities, and was an integral part of strategy on new business development efforts and prospect/client pitches.

Major Clients:

- North American Scientific
- ghd hair styling products
- Don Sebastiani & Sons Winery
- ProVision Interactive Media
- Holden Color
- Quality Home Loans
- Best Carbide Cutting Tools
- SudzzFX Hair Care Products
- International Beauty Group (Colorevolution Cosmetics)
- Wireless Capital Partners, LLC

1998 to 2006: President and Creative Director, Mousetrap Advertising & Marketing, Inc.

Pasadena, CA

My Role:

Instrumental in building full-service advertising and marketing agency from scratch (with two other partners) – to \$14 million in billing and a staff of 16. Responsible for all creative and production activities, and was an integral part of strategy on new business development efforts and prospect/client pitches.

Major Clients:

- Delta Dental
- Meguiar's Car Care Products
- Excellon Automation
- Matsushita Avionics
- Genesis Health System
- Stuf Car Care Products
- Touchstone Pictures

- ProActive Motorsports
- Patriot Bank (Pennsylvania based banking system)

1994 to 1998: President/Creative Director of First Strategic Group –Advertising & Marketing

a division of McKessonHBOC (VP/General Manager of McKessonHBOC)

Los Angeles, CA

My Role:

FSG specialized in clients in health care and related industries. I started with FSG as Creative Director and managed a 14 person creative and production department. Was heavily involved in client meetings and presentations, and new business efforts. When the agency was acquired by McKessonHBOC, I lead in orchestrating the transition. Following the merger, I was promoted to President/Creative Director of the FSG division to oversee operations while maintaining direct responsibility of the creative department. Helped grow FSG client base and build the agency to become the highest profit margin division within the McKesson group of companies.

Major Clients:

- McKessonHBOC
- Cedars Sinai Health System
- Curative Health Services
- Scott & White Health System
- Promina Health System
- Columbia Health System
- Providence Hospital
- National Health Enhancement Systems (the pioneer in medical call centers)
- York Health System
- RuralMetro

1991 to 1994: Creative Director of Ogilvy & Mather

Honolulu, HI

My Role:

I was promoted to Creative Director of the Honolulu office, after being hired as Associate Creative Director. Ogilvy & Mather is one of the most respected and largest agencies in the world. When I joined O&M, the Honolulu office had 32 employees and \$17 million in billings. When a key employee left, taking all clients and all but three employees with him, I stayed and worked with the New York and Los Angeles offices to rebuild the agency. Within one year (and a massive new business effort) we had re-grown the shop to 48 employees and over \$32 million in billings. Was instrumental in pitching and winning the largest account in the state of Hawaii: the Hawaii Visitor's Bureau. Also, increased profitability and renewed ability to compete in the marketplace by converting the creative department to a Macintosh computer work environment (from an entirely manual department).

Major Clients:

- Microsoft
- Hyatt Hotels
- American Express
- Jaguar Automobiles
- Hawaiian Airlines
- Pizza Hut
- Taco Bell
- AT&T

- Dole Foods
- Honolulu Symphony
- The Island of Lana'i
- Sea-Land Services
- Waikiki/Oahu Visitors Association
- Hawaii Visitors Bureau
- Polynesian Cultural Center

1989 to 1991: Creative Director of Orenstein Savage Advertising

Sherman Oaks, CA

My Role:

Promoted to Creative Director after starting as Associate Creative Director/Senior Art Director. Directed all creative work in the agency. Was instrumental in new business efforts, including winning the Steadicam and MCA accounts. Developed and implemented appropriate computerization within the creative department to increase efficiency and improve the agency's overall profitability.

Major Clients:

- Alpine Car Audio
- Audio Dynamics Corp.
- Steadicam
- Infinity Audio Components
- MicroComputer Accessories (a division of Rubbermade)
- Kawai Instruments

1986 to 1989: Senior Vice President, Creative Director of The Good Guise Advertising

Encino, CA

My Role:

Promoted to Sr. VP & Creative Director after being hired for an Associate Creative Director position. I was promoted to senior management after helping maximize existing client business, and procuring new accounts including 20th Century Fox and The Hollywood Studio Museum. Billings grew from \$3 million to over \$20 million in less than three years.

Major Clients:

- 20th Century Fox
- The Prudential (land development division)
- Kaufman & Broad
- Newhall Land & Farming (Master-planned community of Valencia)
- Center for the Improvement of Child Caring
- Pine Grove Hospital
- Hollywood Studio Museum
- Orleans Restaurant

1984 to 1986: Creative Director of Junger-Wellman & Company

Venice, CA

My Role:

As Creative Director, converted a staff of freelancers to a comprehensive in-house creative department, resulting in increased profitability through more efficient workflow, lowered outsourced costs, and a greater ability to meet client demand.

Major Clients:

- Citicorp Plaza
- Trojan Properties
- Metrobank
- Crown Coach
- American Health Group
- Dacosystems
- Islands Restaurants

1979 to 1984: Creative Director of DDB/Needham Retail

Los Angeles, CA

My Role:

Promoted to Creative Director, from Associate Creative Director/Senior Art Director, after being appointed by agency principals. Grew the creative and production departments from three people to over 16, including an in-house photography department. Increased agency profitability by streamlining costs and maximizing workflow efficiency.

Major Clients:

- Wilson's Suede & Leather
- Mallin Outdoor Furniture
- Halispecht's Lighting
- Tinder Box
- Gardenia Foods
- HASA Pool Chemicals
- Mitsubishi Electronics
- Seiko Instruments

1973 to 1979: Director of Marketing of McMahan's Furniture Company

Los Angeles, CA

My Role:

Started as Marketing Manager and promoted to Director of Marketing. Oversaw all marketing efforts for the second largest furniture retailer in the United States.

1968 to 1973: Senior Art Director of Bozell Jacobs Advertising

Los Angeles, CA

Books Authored

Pulitzer Prize Nominee (2001).

Law & Advertising —Current Legal Issues for Agencies, Advertisers and Attorneys
(Yellow Cat Press, 1995, 2000 and 2007).

Always Leave Room for the Mouse (Yellow Cat Press, 2007)

"But The People in Legal Said..." —A Guide to Current Legal Issues in Advertising
(Dow Jones-Irwin, 1988)

Xerox Ventura Publisher Sourcebook (Dow Jones-Irwin, 1989)

The Advertisers Current Law Anthology (Dow Jones-Irwin, 1989)

Teaching Positions

Pierce College, Los Angeles –Adjunct Professor
Visual Communications: 2006 to present

University of California, Los Angeles –Adjunct Professor
Legal and Ethical Aspects of Advertising: 1985-86

Speaking Engagements

American Marketing Association
American Association of Health Plans
Alliance for Health Care Strategy
National Health Forum

Awards

Pulitzer Prize Nomination, 2001
Clio Awards
Clio Awards Judge 1988 to 1991
New York Art Directors Show
American Advertising Federation
West Coast Art Directors Show
Telly Awards
International Film & TV Festival
New York Festivals
"Best In The West" Show
ADDY Awards

Lulus
ICON
EFFIE
Belding Awards
Cannes Film Festival

Affiliations

American Federation of Teachers (AFT) AFL-CIO
TASA: Registered Expert Witness in marketing and advertising
Art Directors Club of Los Angeles
Advertising Industry Emergency Fund
Los Angeles Advertising Club
Western States Art Directors Club

Education

University of California, Berkeley —Business & Management Studies
Thomas Edison State College, Trenton, NJ —B. A. Humanities
University of California, Los Angeles —Law Studies