

Peter Risman

Senior Marketing/Sales Professional

EXECUTIVE PROFILE AND ACHIEVEMENTS

A seasoned leader with a history of results-driven performance. Proven expertise in marketing strategy, internet marketing, sales channel management, and new business development.

CAREER HIGHLIGHTS

- Generated \$900 million in revenue through innovative, just-in-time database marketing programs.
- Generated \$100 million in revenue through new product introductions, innovative pricing and product lifecycle management.
- Recruited and managed a North American network of 40+ affiliate distributors in the first 12 months, exceeding objectives by more than 20%.
- Structured, launched and helped lead a start-up advertising agency, growing to \$10 million in billings in its first 24 months.

PROFESSIONAL EXPERIENCE

ASENZ Marketing
San Antonio, Texas
Acquired Kich & Company May 2007

Vice President, Sales & Channel Development **May 2007 – present**

Responsible for developing US and Canadian affiliate sales channel for the ASENZ360 online marketing platform – including recruiting prospective sales affiliates, negotiating resale agreements, and assisting the sales and training efforts of the channel.

- Developed channel acquisition and messaging strategy - relying heavily on social media and other forms of internet marketing – resulting in a rapid North American rollout of the ASENZ360 platform, and creating the conditions necessary for the scalable success of the firm.
- Recruited and managed a North American network of more than forty affiliate distributors in the first 12 months, exceeding objectives by more than 20%.

Kich & Company (now ASENZ)
San Antonio, Texas

Vice President, Account Services **March 2005-May 2007**

Senior marketing strategist for the agency, as well as responsible for account services and new business development efforts.

- Led new business development efforts to acquire multiple new accounts, including: AT&T, USAA; Clarke-American; Allstate Insurance; Allstate Motor Club; Argonaut Group; Time-Warner Cable; Medco Health Solutions; Steel Craft Corp; and Baptist University of the Americas.
- Primary account lead for additional clients, including: Sea Island Shrimp House; The SCOOTER Store; US Air Force; and Volant Technologies. Provided guidance and coaching to account executives servicing remaining agency accounts.

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Gateway Marketing International
Arlington Heights, Illinois

Executive Vice President **August 2002-March 2005**

One of two founding executives, responsible for new business development, account services and financial management to grow the agency to \$10 million in billings within its first twenty four months.

- Led the efforts to successfully land multiple new accounts including: AAA Chicago; Allstate Motor Club; Prudential Financial; USAA; and WTTW 11 PBS Chicago.
- Responsible for servicing most of the above accounts, as well as the GE Financial and portions of the SBC (now AT&T) accounts. Ensured the growth of account revenue streams while expanding Gateway's presence throughout its clients' organizations.
- Established and managed basic financial processes until a full-time CFO was hired, including P&L reporting; A/R and A/P management; and calculating commissions for sales executives.

Aspen Marketing Services
West Chicago, Illinois

Senior Vice President-Marketing **July 2001-August 2002**

Responsible for account management and new business development for the \$4 million SBC Communications (now AT&T) and GE Financial Services accounts.

Click here for [detailed accomplishments](#).

UPSHOT! Marketing
Chicago, Illinois

Vice President, Account Services **April 1999-June 2001**

Responsible for leading the \$6 million account relationship with SBC Communications (now AT&T).

Click here for [detailed accomplishments](#).

Ameritech (now AT&T)
Hoffman Estates, Illinois

Product Group Director **June 1997-April 1999**

Developed and implemented strategies to maximize the revenue potential of the \$175 million Away from Home product portfolio.

- Formulated an *Away From Home* integrated product strategy to stem the erosion of the calling card and operator services revenue stream.
- As the flagship *Away From Home* product, 1-800 AMERITECH required extensive improvements to be competitive with similar offerings in the market.
 - Initiated various product, pricing and offer enhancements to drive a 150% growth in revenue.
 - Introduced strategic pricing initiatives, resulting in a 70% increase in revenue.

Click here for [detailed accomplishments](#).

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AT&T
Basking Ridge, New Jersey

Marketing Director March 1995-June 1997

Developed the acquisition, stimulation and retention marketing strategies to generate an additional \$900 million in revenue.

- Over 5 million new cardholders were acquired, exceeding sales targets by 25%.
- Led a team of fifteen to plan and execute more than 20 campaigns, with a \$40 million marketing budget.
- Achieved dramatic increases in marketing effectiveness, as a result of refinements to positioning, offer development, segmentation, and customer contact strategies.
- Introduced an integrated telemarketing / direct mail program leveraging “just in time” database marketing, resulting in the most successful AT&T Calling Card acquisition program ever brought to market.

Click here for [detailed accomplishments.](#)

Marketing Strategy Manager June 1992-February 1995

Provided the techniques, tools and training to enable global execution of sophisticated direct marketing programs for the \$400 million division of AT&T serving non-US based markets.

Defined the Global Database Marketing Strategy, managed a \$4 million budget, and led the effort to deliver a desktop database marketing capability that allowed overseas marketers to create, execute, and evaluate the effectiveness and profitability of marketing programs.

Click here for [detailed accomplishments.](#)

Financial Manager May 1990-May 1992

Responsible for analyzing the profitability of mobile-intensive consumer market segments.

Click here for [detailed accomplishments.](#)

Senior Analyst July 1987-April 1990

Management consultant with Business Operations Analysis, AT&T’s internal consulting group. Specialized in financial analysis and financial systems design.

Click here for [detailed accomplishments.](#)

EDUCATION

RUTGERS UNIVERSITY – Master of Business Administration, Finance
RUTGERS UNIVERSITY – Bachelor of Science, Mechanical Engineering