

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, digital marketing and social media, 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 affiliate distributors for a proprietary online marketing platform, 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

Campbell-Ewald Advertising San Antonio, Texas	November 2009-April 2010 (separation due to client reorganization)
Senior Vice President/Managing Supervisor: Responsible for leading the account services team in support of USAA's interactive/digital marketing of insurance and financial services.	
<ul style="list-style-type: none">▪ Led a comprehensive review of client's email tactics, including: quantitative and qualitative analysis of targeting, creative, production, delivery, and measurement processes; and best-in-class benchmarking.▪ Identified and developed marketing strategies for client's mobile phone functionality and social media efforts.	
BancInsure Oklahoma City, Oklahoma	June 2009-November 2009
Director/Corporate Communications (interim): Responsible for internal and external communications and branding efforts, including Public Relations and Investor Relations, for this privately held niche insurer.	
<ul style="list-style-type: none">▪ Personally recruited by CEO to develop the roles and responsibilities for this newly created position.▪ Introduced social media strategies to Public Relations efforts, increasing the brand's online presence by more than 300% and resulting in heightened media interest in the firm and CEO.	
ASENZ Marketing San Antonio, Texas	March 2005-June 2009
Vice President/Sales & Channel Development (2007-2009): Responsible for US and Canadian affiliate sales channel for the ASENZ360 online marketing platform – including recruiting affiliates, negotiating resale agreements, and channel sales and training efforts.	
<ul style="list-style-type: none">▪ Developed channel acquisition and messaging strategy - relying heavily on social media and other forms of internet marketing – resulting in the rapid North American introduction of the ASENZ360 platform.▪ Recruited and managed a North American network of more than forty affiliate distributors in the first 12 months, exceeding objectives by more than 20%.	
Vice President/Account Services (2005-2007): Agency marketing strategist, and responsible for account services and new business development.	
<ul style="list-style-type: none">▪ Led new business development efforts to acquire multiple new accounts: AT&T, USAA; Clarke-American; All-state Insurance; Time-Warner Cable; Medco Health Solutions; and Baptist University of the Americas.▪ Primary account lead for marquee clients, while providing guidance and coaching to account executives servicing remaining agency accounts.	

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PROFESSIONAL EXPERIENCE (CONTINUED)

Gateway Marketing International (now defunct) Arlington Heights, Illinois	August 2002-March 2005
Executive Vice President: One of two founding executives, responsible for new business development, account services and financial management to grow start-up agency to \$10 million in billings within its first 24 months.	
▪ Led the efforts to successfully land multiple new accounts including: AAA Chicago; Allstate Motor Club; Prudential Financial; USAA; and WTTW 11 PBS Chicago.	
Aspen Marketing Services West Chicago, Illinois	June 2001-August 2002 (resigned to participate in new agency start-up)
Senior Vice President/Marketing: Responsible for account management and new business development for the \$4 million SBC Communications (now AT&T) and GE Financial Services accounts.	
UPSHOT! Marketing Chicago, Illinois	April 1999-June 2001
Vice President/Account Services: Responsible for leading the \$6 million account relationship with SBC Communications (now AT&T).	
Ameritech Communications (now AT&T) Hoffman Estates, Illinois	June 1997-April 1999
Product Group Director: Generated \$100 million in revenue through new product introductions, innovative pricing and product lifecycle management.	
AT&T Basking Ridge, New Jersey	July 1987-June 1997
Consumer Marketing Director (1995-1997): Developed the acquisition, stimulation and retention marketing strategies to generate an additional \$900 million in revenue.	
▪ Conceived and introduced an integrated telemarketing/direct mail acquisition program leveraging “just in time” database marketing, resulting in AT&T’s most successful Calling Card acquisition program.	
Global Marketing Strategy Manager (1992-1995): Developed 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 and led the effort to deliver a desktop database marketing capability enabling overseas marketers to create, execute, and evaluate the effectiveness and profitability of each initiative.	
Consumer Services Financial Manager (1990-1992): Responsible for analyzing the profitability of mobile-intensive consumer market segments.	
Corporate Strategy Senior Analyst (1987-1990): Internal management consultant specializing in financial analysis and financial systems design.	

EDUCATION

RUTGERS UNIVERSITY – Master of Business Administration (Finance)

RUTGERS UNIVERSITY – Bachelor of Science (Mechanical Engineering)