

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 reseller distribution channel for a SaaS 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.

CONSULTING

Texas State University San Marcos, Texas	2011-present
Adjunct Professor: Developed and delivered an upper-level undergraduate course on Technology and Marketing, covering various aspects of Internet marketing, SEO, SEM and social media.	
BancInsure Oklahoma City, Oklahoma	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.	
Pilot Marketing Strategy San Antonio, Texas	2005-present
Principal/Consultant: Consultancy delivering marketing strategies and digital marketing/social media solutions for small businesses.	

PROFESSIONAL EXPERIENCE

Campbell-Ewald Advertising San Antonio, Texas	2009-2010
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.	
ASENZ Marketing San Antonio, Texas	2005-2009
Vice President/Sales & Channel Development (2007-2009): Responsible for US and Canadian VAR sales channel for the ASENZ360 SaaS online marketing platform. Developed channel acquisition and messaging strategy, relying heavily on social media to recruit and manage more than forty North American affiliate distributors.	
Vice President/Account Services (2005-2007): Agency marketing strategist, and responsible for account services and new business development. Led new business development efforts to acquire multiple new accounts: AT&T, USAA; Allstate Insurance; Medco Health Solutions; and Baptist University of the Americas.	

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PROFESSIONAL EXPERIENCE (CONTINUED)

Gateway Marketing International Arlington Heights, Illinois	2002-2005
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 in its first 24 months.	
<ul style="list-style-type: none">▪ Led efforts to successfully land multiple new accounts including: Allstate Insurance; Prudential Financial; and USAA. Ensured the growth of account revenue streams while expanding agency'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	2001-2002
Senior Vice President/Marketing: Responsible for account management and new business development for the \$4 million AT&T (formerly SBC Communications) and GE Financial Services accounts.	
UPSHOT! Marketing Chicago, Illinois	1999-2001
Vice President/Account Services: Responsible for leading the \$6 million account relationship with AT&T (formerly SBC Communications).	
AT&T Hoffman Estates, Illinois	1997-1999
Product Group Director: Generated \$100 million in revenue through new product introductions, innovative pricing and product lifecycle management.	
<ul style="list-style-type: none">▪ Formulated an integrated product strategy to stem the erosion of the product family revenue stream. Initiated various product, strategic pricing initiatives and offer enhancements to drive a 150% growth in revenue.	
AT&T Basking Ridge, New Jersey	1987-1997
Consumer Marketing Director (1995-1997): Developed the acquisition, stimulation and retention marketing strategies to generate an additional \$900 million in revenue.	
<ul style="list-style-type: none">▪ 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.	
<ul style="list-style-type: none">▪ 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.	

ADVISORY BOARDS

AV SMARTZ – Board of Advisors (2010-present)

EDUNATION – Board of Advisors (2010-present)

EDUCATION

RUTGERS UNIVERSITY – Master of Business Administration (Finance)

RUTGERS UNIVERSITY – Bachelor of Science (Mechanical Engineering)