



Resume/C.V. Shari R. Altman

EXECUTIVE SUMMARY

Altman Dedicated Direct is a direct marketing consultancy providing "one stop" strategic thinking and hands-on project support. As President of ADD, Shari Altman has a proven record of drawing together successful teams and delivering "out of the box" solutions. Honing in on what is important to customers and other user constituencies and then identifying the most effective and efficient solutions for delivering value to those constituencies is what Shari Altman and ADD are all about. We take sound, proven direct marketing principles and apply them to other business models in ways that allow those businesses to reap the benefits of being closer to their customers and prospects.

Client feedback describes Shari as: "... professional, hardworking, creative and honest" and "...ability to see the big strategic picture along with being able to execute the details". Please see our web site or call for more information and client references and endorsements.

EXPERTISE

Main area of expertise: Over 20 years direct marketing experience, including expertise in on and off-line marketing, including 10 + years of eMarketing expertise. Off line marketing experience includes direct mail, catalogs, space ads and inserts, telemarketing, radio and TV. Specific experience in customer acquisition and promotion planning, test and contact strategy, vendor selection, customer relationship management and database support, integrated media and overall direct marketing project management and guidance.

EDUCATION

George Mason University, MBA, 1991 Emphasis: Marketing and Managerial Economics.

George Mason University, MA, 1983 Major: Psychology

American University, BA, 1980 Major: Psychology

PROFESSIONAL HISTORY

Altman Dedicated Direct, Rural Hall, NC

9/99 – Present

President: Oversee marketing consultancy day-to-day operations and long range planning, including customer acquisition, project oversight and management of freelance support and technical staff. Client projects include new product/launch research and recommendations, web site and line expansions research and recommendations, marketing plan strategy and development, implementations of eMarketing and off-line strategy and project oversight and team leadership.

Sara Lee Direct Catalog, Winston-Salem, NC

8/98 - 8/99

853 Academy Street, Rural Hall, NC 27045

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web: www.nanosite.com/ADD



Director of Marketing: Marketing planning and database oversight for \$165MM *One Hanes Place* and *Just My Size* catalog businesses; including off line promotion for e-commerce, and management of staff.

Director of Continuity Marketing and New Ventures: Short and long range planning and development, and day-to-day operational direction for continuity programs; including P&L responsibility. Evaluate and advise branded apparel division management regarding new direct marketing venture opportunities.

Guthy-Renker Corporation, Santa Monica, CA

1/96 - 7/98

Director of Marketing: Strategic direction and day-to-day management of intellectual properties products (audio, video, books) -- single shots and continuities. Oversee all marketing functions: new product development, research, strategic planning, web site/e-commerce, analysis, fulfillment. Full P&L responsibility.

The McGraw-Hill Companies, Blue Ridge Summit, PA

10/90 - 12/95

Director of Mail Order Marketing, TAB Books: Strategic direction and management of direct marketing for aviation, boating, computing, electronics and science product lines. Direction and management of McGraw-Hill on-line bookstore. Member of corporate editorial board. Full P&L responsibility.

Director of New Member Marketing, McGraw-Hill Book Clubs: Management of acquisition marketing for six book clubs. Direct in-house agency: media planning, creative, production, analysis, etc.

United Software Security, Vienna, VA

8/89 - 9/90

Marketing Director: Oversee daily marketing functions, bulk sales, and international distribution.

Time-Warner, Alexandria, VA

12/81 - 6/89

Print Media Mgr., Time-Life Books: Management of print advertising (\$12MM+). Manage buying, planning and production through 4 ad agencies and 2 list brokers, direct fulfillment activities.

Sr. Marketing Analyst, Time-Life Libraries: Marketing analyses, forecasting, mgmt of telecomm systems.

Sr. Financial Analyst, Time-Life Books

Business Manager, Time-Life Libraries

CONTACT INFORMATION

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