

STEVEN J. MARLOW

6036 Royal Birkdale Drive Lake Worth Florida 33463
Marlow Group 561 967 8805 steve@stevemarlowgroup.com
In Business from 2006

BUSINESS

BACKGROUND:

TIME INC.

1999-2005

A DIVISION OF TIME WARNER

Research Director

Developed and managed the strategic and tactical research plans for a wide range of publishing brands across diverse readership target markets - from young moms to retired executives. I was responsible for a research budget in excess of \$3.0 million and the supervision of seven professional researchers. Divide my attention to meeting the varied needs of top management, senior consumer marketing directors, managing editors, and publishers, in addition to devoting time to ad sales, new products, business source development efforts, and corporate and company wide issues.

Responsible for the effective marketing and editorial repositioning of the TIME Magazine brand, and the successful launch of REAL SIMPLE, named Magazine of the Year.

ROSS COOPER LUND

1989-1999

DIVISION OF NFO WORLDWIDE

Senior Vice-President, Director of Client Services

I was responsible for domestic and global client service for one of the more sophisticated and strategically based quantitative marketing research and consulting firms in the industry with 25 million dollars in annual billings.

Personally managed all types of quantitative research, but particularly specialized in broad-based strategic studies, brand equity research, tracking, and new product development. I was responsible for generating and servicing 4.5 million dollars in annual sales.

Clients included: American Express, Bayer, British Airways, Citibank, CNET, Colgate, Glaxo Wellcome, International Paper, Merck, Novartis, Reynolds Metals, and Young and Rubican. Gained a promotion to Senior Vice President during employment.

D'ARCY MASIUS BENTON AND BOWLES, INC.

1985-1989

Senior Vice-President, Director of Research and Planning

I was responsible for development and approval of advertising strategy for a wide range of agency clients. I represented the "voice of the consumer" in all agency/client discussions. Supported this role in managing and coordinating all consumer related data resources--proprietary agency and client research.

Client assignments included Richardson-Vicks, Norelco, M&M Mars, General Foods, and Marine Midland.

KETCHUM ADVERTISING**1984-1985***Senior Vice-President, Director of Strategic Planning & Research*

I was responsible for the development and final approvals of communication strategy, client/agency research services, and the strategic planning function.

Client assignments included: Schering Corporation, Burry-Lu Inc., Coleco Industries and General Foods.

B.B.D.O., INTERNATIONAL**1979-1984***Vice-President, Associate Research Director/Director of International Research*

Was responsible for agency research that management had designated as primary growth opportunities. This involved research responsibilities for all international partner agencies, and key domestic accounts including Pepsi Cola, General Electric, Gillette, Menley & James, Dean Witter Reynolds, Liberty Mutual Insurance and Fidelity Management. Gained three promotions during employment.

M & M MARS**1978-1979***Marketing Research Manager*

I managed all existing and new product consumer and sales research. I was also instrumental in developing a respected research department, established policies, procedures and standards.

Piloted new product development programs and spearheaded two major national introductions --Twix and Summit.

CHESEBROUGH-PONDS, INCORPORATED**1973-1978***Associate Director of Market Research-Ragu Foods*

Played an active role in all long-term product planning, participated on core management committees, and supervised a professional staff of five market researchers in the design, implementation, analysis and presentation of the wide variety of research conducted for the division. This included the most basic qualitative research to the more sophisticated multivariate and test market designs. Gained three promotions during employment.

GENERAL FOODS CORPORATION**1970-1973***Marketing Research Supervisor*

Extensive research experience gained in the beverage, breakfast and cereal markets. Gained two promotions during employment.

**ACADEMIC
BACKGROUND:**

Long Island University, M.B.A. in Marketing
Bernard Baruch School of Business & Public Administration – B.B.A. Statistics

Fairleigh Dickinson University – Faculty Member (Graduate School of Business)

REFERENCES:

Business and personal references will be furnished upon request.