

ADAM J. HANIN

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EMPOWERING MARKETING LEADER

B2B and B2C marketing executive with both traditional and new media expertise for online content, education, and technology corporations.

Energetic and motivational Wharton MBA with expertise in marketing, web 2.0, business strategy and sales leadership. Well-respected leader, mentor and advisor. Superior presentation and technical skills. Expertise includes:

- eMail and Database
- SEO / SEM
- Web Merchandising
- Social Media
- Multichannel Advertising
- Site Monetization
- eCommerce
- Customer Experience
- P&L Ownership
- Channel Strategy
- Partnership Development
- Event Marketing
- Market Research
- Branding
- Product Positioning
- Pricing
- Product Development
- Product Launches
- Public Relations
- Company Spokesperson
- Sales Management

MBA

BS (*Magna cum Laude*)

Marketing & Multinational Mgmt

Managerial Economics & Industrial Mgmt

The Wharton School of the Univ. of PA

Carnegie Mellon University

PROFESSIONAL EXPERIENCE

HOOVER'S, INC (a Dun & Bradstreet Company)

Austin, TX

Senior Director, Subscription Marketing

September 2008 – Present

Manage \$10M+ budget and team of 11 professionals to deliver web traffic, sales leads, marketing messaging and continuous lead flow for \$100M+ business information company. Lead all aspects of marketing including social media, direct marketing, channel and affiliate strategy, web merchandising, advertising and public relations. Develop and implement brand strategies and defend brand integrity. Enhance customer experience through delivery of webcasts, blogs and strong positioning on Twitter (rated Top 40 brand by Mashable.com) and Facebook.

Led customer satisfaction improvement initiative. Redesigned sales and marketing retention strategy. Refined email and site marketing efforts to integrate testing and improve effectiveness through benefits orientation.

QUESTIA MEDIA, INC

Houston, TX

Vice President, Consumer Sales & Marketing

July 2006 – May 2008

General Manager for \$10M Consumer sector of online library and research tool provider. Responsible for over 90% of company revenue, all subscription-based. Led search engine marketing effort, email marketing, SEO, web site strategy, product development, customer support and overall market strategy. Built and managed relationships with major advertising networks as both a publisher and advertiser. Responsible for overall customer experience.

Drove corporate website redesign to integrate sales-oriented messages and interactivity. Implemented multivariate testing on web site which led to over 114% increase in email addresses collected from new visitors. Launched customized Amazon bookstore to create additional revenue opportunities. Introduced Lifetime subscription, which generated \$140K revenue in first month. Launched new product collections to lower barriers to subscription and increase conversion rates.

VIEWSONIC CORPORATION

Walnut, CA

Director, eBusiness

August 2001 – September 2005

Increased ecommerce revenue 32x over three years, and generated ongoing profitability within six months while managing profitable P&L for a \$1B+ consumer electronics company. Drove search engine marketing, banner advertising, email marketing and direct mail. Ran corporate sales programs including community relations, business partners, non-profits, and employee purchase. Managed transition from indirect-only to hybrid channel strategy. Managed refurbished product inventory and built long-term relationships with distributors and wholesalers to liquidate products. Coordinated, implemented, and managed ViewSonic's first professional gaming team sponsorship (team ParadigmShift). Global reference and speaker for Oracle Corporation on iStore and Channel Management modules.

KNOWLEDGENET**Vice President, Marketing****Scottsdale, AZ****June 2000 – July 2001**

Managed \$5M budget and led team of 22 marketing professionals to brand, create awareness and generate leads for IT training e-Learning company. Efforts contributed to multi-million dollar growth and acquisition of premier corporate customers. Drove corporate positioning, segmentation and messaging. Managed external customer, partner, agency and analyst relationships. Elevated corporate presence while reducing advertising budget by 50%. Led corporate transition from a generic to a customer-segmented web site. Interviewed by national press as industry expert and corporate spokesperson.

COMPAQ COMPUTER CORPORATION**Director, Business Development & Strategic Planning****Commercial Desktop & Displays Division****Houston, TX****March 1996 – May 2000**

Developed business plan to turn-around \$10 billion division. Recommended product and go-to-market strategy for “solution” and “value” products, and identified over \$800 million in cost savings. Simplified market segmentation methodologies. Identified global business opportunities including new products, lines, acquisitions and services. Developed business strategies for emerging markets. Led strategy, implementation plan and opportunity sizing for global sales specialists. Drove strategy for communication and partnership with industry analyst organizations to manage public market share reporting.

Manager, Higher Education Marketing

Directed marketing efforts for Compaq leading to \$120M in annual sales. Developed presentation for CEO that led to initial corporate investment in market. Doubled sales revenues and unit volumes increasing Education market share from 5 to 18 percent. Developed and implemented distribution strategies, marketing campaigns and promotional programs. Designed strategy and launched hybrid sales channel– Compaq Campus Resellers. Established strategic alliances with opinion-leading industry organizations. Developed and implemented strategic initiatives to position company as a leader in Distance Learning and universal notebook access. Developed strategic co-marketing relationships with Virgin Records, Microsoft, Asymetrix and Adobe. Interviewed by national press as industry expert and corporate spokesperson.

GEMINI CONSULTING**Senior Consultant, Strategy Practice****Chicago, IL****October 1993 - March 1996**

Developed sales, marketing and channel strategies. Focused on Telecommunications, Technology and Pharmaceutical businesses. Relocated for international assignment. Designed model/product offering for a regional US telecommunications company to enter the long-distance market. Developed distribution channel compensation plans and loyalty program. Developed and conducted training sessions to identify customer needs. Managed analysis of retail distribution channels and existing retail efforts for major technology company. Led team analyzing buying behavior and channel needs of technology officers. Created \$60 million growth in planned revenue. Evaluated channel marketing processes and enhanced methodology. Resulting work attributed in *Marketing Channels, Fifth Edition* by Stern, El-Ansary and Coughlan.

APPLE COMPUTER, INC.**National Program Manager, Higher Education Sales Operations****Purchase, NY****June 1990 - October 1993**

Redesigned higher education strategy, including complete sales channel restructuring. Managed design of direct marketing and lead-generation programs and collateral. Managed eight institutional telesales representatives who surpassed sales goal of \$60 million. Provided strategic sales and marketing consulting for division VP/GM. Consulted on organizational design and cost-reduction opportunities. Developed and implemented inbound and outbound telesales program.

Business Analyst, Northern Operations

Provided marketing, financial and analytical consulting to VP/GM of \$700 million sales market. Evaluated sales performance, competition, market trends, demographic and economic changes. Managed monthly unit and revenue forecasting process. Developed yearly expense targets, analyzed and reported monthly financial performance.

MELLON BANK CORPORATION**Financial Analyst, Finance & Community Banking Depts.****Pittsburgh, PA****June 1986 - August 1988**

Coordinated financial and management reporting activities of subsidiary banks. Corporate liaison with Controllers and Finance Directors of subsidiaries. Designed cost allocation and product line profitability reporting systems. Developed capital budgeting system for assessment of internal investment opportunities. Assisted departments and subsidiaries in development and monitoring of yearly operating plan.