

ADAM HANIN

www.linkedin.com/in/adamhanin

Chief Marketing Officer

Award-winning marketing executive with over 20 years of international and multi-channel experience positioning B2B and B2C companies for growth and profitability through traditional, online, internet, social media and e-commerce marketing. Well respected Wharton MBA with extensive track record of innovation and success. Strategic thought leader and mentor with proven strengths in long-term strategy, partnership development and revenue generation. Highly requested speaker and corporate spokesperson.

EXECUTIVE EXPERIENCE

VIEWSONIC CORPORATION

Walnut, CA

Vice President, Marketing

March 2010 – present

Lead marketing efforts in the Americas for a privately held \$700M+ technology company. Responsible for every component of the marketing mix including digital marketing, website design, public relations, packaging and positioning. Develop strategic market, channel and brand positioning and lead team through implementation online and offline.

- Grew revenue 10% and profit 15% in a down economy, delivering company's most profitable quarter in Q4'10
- Pitched major product announcements as company spokesperson. Interviews published in *New York Times*, *Wall Street Journal*, *Financial Times*, *PC Magazine*, *Huffington Post*, *Engadget* and more.
- Generated 100 million press impressions during recent product launch. Won Platinum Hermes Award for effort.
- Spearheaded partnerships for product placements in films: *The Dark Knight Rises* and *Man of Steel*, Warner Brothers; *The Three Stooges* and *Prometheus*, 20th Century Fox; *Savages*, Universal; *Safe*, Lionsgate; *Medallion*, Nu Image Films; and in television: *CSI Miami* and *Let's Make a Deal*, CBS; *Deadliest Catch*, Discovery Channel
- Initiated Corporate Partnerships: LiveNation, Honda Center, Anaheim Ducks, Amazon and Google
- Named on CRN's 2011 list [100 People You Don't Know But Should](#)

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

Austin, TX

Senior Director, Online Subscription Marketing

September 2008 – March 2010

Innovative business leader with team management and P&L responsibility to deliver full scope of marketing for a \$100M+ business information company including online, ecommerce, social media, email marketing, multi-channel, customer-experience, strategic communications, campaign development and brand positioning.

- Maintained annual revenue during recession and parent company revenue decline
- Initiated iPhone app promotion for mobile users seeking up-to-the minute business information
- Led customer satisfaction improvement initiative and redesigned sales and marketing retention strategy
- Initiated Corporate Partnerships: Linked-In, Jigsaw, and Sales Force.com

QUESTIA MEDIA, INC

Houston, TX

Vice President, Consumer Sales & Marketing

July 2006 – May 2008

Full P&L responsibility for sales, marketing and R&D for \$10M+ 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.

- Developed master branding strategy including promotions and products
- Drove website redesign to integrate sales-oriented messages and interactivity
- Launched customized Amazon bookstore and segmentation offerings to drive revenue opportunities
- Drove multivariate testing on website that generated 114% increase in email addresses from unique visitors

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. Responsible for strategic development and management of all web-based and e-commerce initiatives aimed at customer.

- Led transition from indirect-only to hybrid channel strategy
- Supervised refurbished product inventory and built long-term relationships with distributors and wholesalers
- Drove, implemented, and managed ViewSonic's first professional gaming team sponsorship

KNOWLEDGENET

Scottsdale, AZ

Vice President, Marketing

June 2000 – July 2001

Full P&L responsibility of marketing for IT e-Learning company. Efforts contributed to multi-million dollar growth and acquisition of premier corporate customers. Elevated corporate presence while reducing advertising budget by 50%.

- Drove corporate positioning, segmentation and messaging
- Managed external customer, partner, agency and analyst relationships
- Led corporate transition from a generic to a customer-segmented web site

COMPAQ COMPUTER CORPORATION

Houston, TX

Director, Business Development & Strategic Planning

March 1996 – May 2000

Commercial Desktop & Displays Division

Manager, Higher Education Marketing

Developed business plan to turn-around \$10 billion division. Redesigned market segmentation strategy into "solution" and "value" products, and identified over \$800 million in cost savings. Directed sales and marketing efforts leading to \$120M in annual sales. Developed presentation for CEO that led to initial corporate investment in market. Doubled sales revenues, increasing Education market share from 5 to 18 percent.

- Identified global business opportunities including new products, lines, acquisitions and services
- Led strategy, implementation plan and opportunity sizing for global sales specialists
- Developed and led distribution strategies, marketing campaigns and promotional programs
- Established strategic alliances with opinion-leading industry organizations

GEMINI CONSULTING

Chicago, IL

Senior Consultant, Strategy Practice

October 1993 - March 1996

Developed sales, marketing and channel strategies for telecommunications, technology and pharmaceutical businesses.

- Created distribution channel compensation plans and loyalty programs for Ameritech
- Designed model/product offering for Ameritech to enter the long-distance market
- Managed analysis of retail PC channels and existing retail efforts for AT&T Global Information Solutions (GIS)
- Led channel strategy effort for AT&T GIS, creating \$60 million growth in revenue
 - Resulting work attributed in *Marketing Channels, Fifth Edition* by Stern, El-Ansary and Coughlan
- Led customer needs assessment training for BT sales executives

APPLE COMPUTER, INC.

Purchase, NY

National Program Manager, Higher Education Sales Operations

June 1990 - October 1993

Business Analyst, Northern Operations

Redesigned higher education strategy, including complete sales channel restructuring. Managed design of direct marketing and lead-generation programs and collateral.

- Managed team of institutional sales reps who surpassed sales goal of \$60 million
- Provided strategic sales and marketing consulting for division VP/GM on organization design and cost-reduction
- Developed/ led inbound and outbound telesales program generating growth and new customer acquisition
- Evaluated sales performance, competition, market trends and demographic/ economic changes

EDUCATION

MBA

Marketing & Multinational Mgmt

The Wharton School of the Univ. of PA

BS (*Magna cum Laude*)

Managerial Economics & Industrial Mgmt

Carnegie Mellon University