

BOB MCGRATH

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CAREER OBJECTIVE

I seek to lead marketing campaign teams through my creative and organizational expertise in face-to-face marketing, e-mail and web marketing, media planning & buying, messaging and strategic campaign design and brand management.

SKILLS

- Award-winning design & execution of creative brand campaigns.
- Goal-based management of budget and objectives to ROI and ROO metrics.
- Superb negotiation skills.
- Excellent writing and editing skills.
- Effective management and training of direct and indirect hires.
- Power MS Office user, advanced ACT! User, working knowledge of Adobe CS4 suite.
- Organized project manager overseeing process design and software implementations

EXPERIENCE

ECHOSTAR TECHNOLOGIES Englewood, Colorado
Marketing Manager 2009 - Present

Design and execute marketing campaigns, including brainstorming campaign ideas and creating new strategic planning process and production scheduling for marcom team and creative team. Diplomatically interface with all levels including senior management. Deliver company-wide presentations.

- Collaborate with engineering, marketing, & sales to deliver marketing campaigns, including web ads, direct mail, print campaigns, live interviews, webcasts, social media and trade shows.
- Manage, organize and staff over a dozen trade shows and related special events annually (half million dollar budget) for three product divisions, within tight budgets and production schedules. Manage annual training meetings and large company-wide special events. Support product launch efforts with brand message development and campaign development.
- Coordinate competitive bid process with existing and new vendors for multiple projects.
- Manage vendor relations with appropriate agencies.
- Manage travel, registration, and purchasing arrangements related to major initiatives.
- Manage department budget and all media planning and media buys.
- Manage social media strategy and implementation.

PENTAX IMAGING Golden, Colorado
Trade Show Manager 2004-2008

Managed, organized and staffed over 70 trade shows and related events annually (multimillion dollar budget) for five product divisions, within tight budgets and production schedules.

- Coordinated all activities including show marketing strategy and design, demonstrations and graphics, booth designs, staffing, press relations and lead management.
- Created web-based graphics project management system to reign in prior chaos
 - Eliminated unnecessary e-mails, reducing graphic artist's turnaround time on projects by one week. Provided ability to prioritize simultaneous projects and allocate resources, providing valuable tool for management decision-making.
- Collaborated with division and marketing personnel to produce award-winning experiences for booth visitors and initiated ROI and ROO tracking against sales and marketing goals.
- Achieved budget savings of 70% through amortized purchases of commonly rented exhibit items and renegotiated labor contracts.
- Hired and trained staff to build hard-working team that accomplished an amazing amount of work against tight deadlines, with great morale.

PENTAX IMAGING Broomfield, Colorado
Channel Marketing Manager, 2000-2004

Designed and executed creative Channel Partner recruitment campaign:

- o Grew channel from 15 to 200 value-added resellers and system integrators for multiple product lines within first year as result of aggressive recruitment strategy, telemarketing, SPIF's, and creative marketing collateral (750% growth)
- o Managed MDF, Co-op programs and on-line catalog listings with distributors such as GTSI, Synnex and CDW. Responded to federal and state contract RFP's in conjunction with distributor reps.
- o Designed ACT! database to manage contract interactions and leads. Authored Customer Relationship Management (CRM) specification through departmental interviews & business analysis.
- o Developed reseller processes including sales datasheets, case studies, proprietary contracts, office controls, credit references, reseller tax ID forms and filing system.

SPACE IMAGING Thornton, Colorado
Strategic Programs Coordinator 1998-2000

Managed channel partner relationship program, including:

- o Contract review, recruitment, and performance analysis
 - o Successfully identified & recruited targeted partners for a dozen vertical market specialties
- o Analyzed and reported channel performance for management reports
- o Marketing campaign design and execution,
 - o Saved over \$35,000 in travel and meeting-related expenses through use of webcasts and by combining two C-level events, and through expert negotiations with hotels and vendors.
 - o Achieved 40% budget savings through creating cost-sharing trade show partner pavilions.
 - o Saved \$5,000 in agency fees by authoring sales tools (testimonials, case studies) through my frequent communications with partners.
 - o Created new extranet and provided content, for monthly password-protected e-newsletters.

SPACE IMAGING Thornton, Colorado
Conference and Exhibit Coordinator 1996-1998

Managed dozens of conferences, exhibit booths and traveling road show for sales/channel activities (\$500K budget), with limited budget and in response to frequent last-minute requests.

- o Produced first-ever sales meeting for national and international resellers, integrating staff from two merging companies into larger venue with comprehensive agenda.
- o Developed production schedules to identify critical path timelines for departments and vendors to maintain multiple project schedules.

METRO DENVER DENTAL SOCIETY Denver, Colorado
Director of Continuing Education and Governmental Affairs 1994-1996

Organized and managed large national convention (8,000-convention attendees, \$400K budget):

- o Responsible for sales of 300 exhibit booths as well as speakers, panels and symposia. Performed cold and follow-up calls to grow show 15 % within first year.
- o Managed outreach to affiliated organizations, building support for programming, special events and continuing education requirements. Grew show attendance 10% in first year.
- o Improved cash flow for the association by introducing on-site pre-payment for next year's show at this year's show. New cash flow eliminated the need to dip into cash reserves.
- o Planned convention programming and lobbying initiatives at state capitol with committees.
- o Designed and implemented ACT! database to organize customers and prospects for recruitment/communications. Trained staff on use of system.
- o Managed onsite staff during setup registration. Collaborated with convention center and hotel staff to create effective show teams.
- o Coordinated 50 presenters and audio visuals as well as collateral for presentations. Authored and distributed press releases to related publications in support of objectives.
- o Developed innovative curriculum to increase interactivity of attendee sessions, including use of handheld instant polling devices and mock courtroom trials.

ADDITIONAL EXPERIENCE

MILE HI COUNCIL ON ALCOHOLISM, Denver, Colorado, **Community Resources Director**, 1992-1994. Coordinated major annual conferences. Managed intern. Tracked and reported demographic data for United Way grants. Presented public presentations. Wrote grant applications. Awarded top conference by National Institute of Drug Abuse (NIDA).

ROSE MEDICAL CENTER, Denver Colorado, **Vice President, Marketing and Meetings, CME Division**, 1990-1992. Organized multiple health-related association projects, including conferences, membership development, newsletters and association bylaws.

RESOURCE CENTER FOR ASSOCIATIONS, Wheat Ridge, Colorado, **Director, Meetings, Membership, Publications**, 1987-1990. Organized large conventions and exhibits for five associations, including negotiations with hotels and other vendors. Edited newsletters and magazines.

HOLIDAY INN SPORTS CENTER, Denver, Colorado, **Front Office Manager**, 1987. Managed staff of 12 people in guest services. Coordinated with Sales on group bookings and increased load and overall room revenue.

EDUCATION

NORTH CENTRAL COLLEGE, Naperville, Illinois
B.A., Business, (Marketing), Political Science, (International Relations)

CERTIFICATION
Metro State College, Denver, Colorado
Certificate, Meeting Planning (Hospitality, Meetings, Travel & Restaurant Administration), 1985-1987
Certified Meeting Planner, 1987-1990, 1995-1998

AWARDS, ACTIVITIES AND PUBLICATIONS

Achieved award-winning designs at highly competitive Consumer Electronics Show and Photo Marketing Association Shows against competitors with much larger budgets.

Member, Colorado Business Marketing Association (BMA); current.

Earned Silver Key Award (BMA) for excellent trade show booth, 2006.

Led Exhibitor Workshop at Consumer Electronics Association

Authored numerous articles and blog features regarding marketing and show related industry best practices

Organized association show managers group - sharing best practices to increase ROI and co-sponsorship opportunities

Participated in exhibitor advisory committees for two large associations

Authored blog regarding trade show issues and tips: <http://bobtheplanner.blogspot.com>

Awarded Meeting Planner of the Year by Rocky Mt. Chapter of Meeting Planners International, 1991

Website: www.bobtheplanner.com