

# Application Form

## Profile

Peter \_\_\_\_\_ Klinge \_\_\_\_\_  
 First Name Middle Initial Last Name

\_\_\_\_\_  
 Email Address

\_\_\_\_\_  
 Employer Job Title

\_\_\_\_\_  
 Home Address Suite or Apt

\_\_\_\_\_  
 City State Postal Code

\_\_\_\_\_  
 Primary Phone

## Which Boards would you like to apply for?

Zoo, Arts & Parks Tier 1 (ZAP 1): Appointed

## Referred by:

\_\_\_\_\_

## Qualifications

### Please tell us about yourself.

I've lived in Murray since 1998. We relocated for a position in an advertising/digital marketing firm and my spouse for her opportunities in the medical field. We're originally from New York State.

### Why are you interested in serving on a board or commission?

I am, I should say, my family and I are very interested in the overall development of Salt Lake and Utah: economic, socially, culturally, educationally. It's a great place to live and work, and has been wonderful for our son who has grown up here. We have been fortunate to live and work in many places in the world and appreciate how much culture and the arts can be a positive contributor to the well being of the community. Over our many years in Utah we've enjoyed dance, ballet, theater, symphony, the zoos and everything that Utah has to offer. This has been a very good period for our family.

**What education, work experience, or volunteer experience do you have that applies to the board you are applying for?**

I am currently in my 3rd year serving on the Murray City Arts & Cultural Advisory board. In 2021 I'm the chair. I previously served on the City's economic development task force under former Mayor Snarr. I also served on the Leonardo board until it's opening in 2011. Prior to that I was on the Eye Care for Kids board. I've also served on the business board of the Utah chapter of ACG (Association of Corporate Growth). I've also been a volunteer at our son's schools and have coached in youth hockey and soccer in the past.

**What unique perspectives could you bring to the board?**

I'm an experienced business person. I've led large organizations and start ups. My particular competencies are organizational development, marketing and sales. I have been on both business and charitable boards and believe I know how to collaborate with people of varied points of view. I grew up with a background in the arts: filmmaking, writing, painting. As I mentioned we're active in attending all kinds of media and appreciate the role of the arts and culture in bringing a community together.



Upload a Resume

**Demographics**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

**Are you a Salt Lake County employee?**

Yes  No

**Are you a current member of another Salt Lake County board or commission?**

Yes  No

**Race/Ethnicity \***

**District \***

District 3

**Gender Pronouns \***

**Age Range \***

Languages \*

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- [REDACTED]
- [REDACTED]
- [REDACTED]

Political Affiliation

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- [REDACTED]

# Peter L. Klinge, Jr.

Salt Lake City & New York

801 755 6820 (W/M) – [pklingeice@yahoo.com](mailto:pklingeice@yahoo.com)

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## Business Development & Marketing Leader to Generate Revenue

Revenue-Profitability: Results consistently deliver 10+ pp gain. Accomplished, innovative, critical thinker, and problem solver. Strong Marketing & Business development emphasis to drive profitable revenue growth. Various Leadership positions in F 500 public and private companies; experience with investor backed acquisition, & early stage growth expansion. Industries: Advertising/Media, Consumer Goods, Manufacturing/Industrial, Technology

Creative, Disciplined, & Entrepreneurial: Execution of Strategic Plan; Team and Organization Leadership to achieve next stage of growth; successful P&L management. Possess: *English, Spanish and French* skills; International postings and education with MBA.

## SELECTED ACCOMPLISHMENTS

- **Havas-Euro RSCG**- Led Center of Excellence creation for digital marketing and ecommerce services for global companies, i.e., Intel, Iomega Volvo, Nokia, IBM. Part of founding group for Euro RSCG Interaction (now HAVAS Digital) Enhanced market value for IPO position on NASDAQ
  - **Intel Inside Global Brand Development**- successive product launches; developed Web and e-commerce platform
  - **Compaq (Now HP) Presario Consumer Brand and retail product launch achieved \$1B+ sales**
  - **Pepsi-Cola Brand Advertising to increase sales of \$10B+ portfolio**
  - **IBM/Lexmark**- strategy and marketing execution for product & company spinoff with \$1B+ in sales
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## CAREER HISTORY

**Klinge Associates- 2004- Present**- Sole Proprietorship- Interim Executive, Project roles focused on Revenue Growth Outcomes. Client companies:

- **Sound Lounge** \$10MM+ sales **Revenue Director** and **Board Advisor**- developed account management sales program for a mature media services company: **Results:** increased sales 7+%
- **CAO Group** Technology in dental, lighting, forensics. As **director** defined strategy and drove execution in team to correct sales channel problems; streamlined products, marketing, and sales in year 1. **Results:** Doubled sales, reversed profit declines, developed sustainable forecast, reorganized team roles.
- **Boart Longyear** \$1.5B+ sales; WW drilling services and product manufacturer serving mining exploration, construction, environmental industries. Assignments supporting customer facing growth management issues as company transitioned through corporate divestiture, private to IPO. Products, WW positioning, High Performance Sales Training. **Results:** significant increase in account \$ sales, customer retention, and forecasting

## Klinge (continued page 2 of 2)

### Prior to 2004 progressive career growth: account management, marketing, sales and business development

**Havas Worldwide** (HAVS; Nasdaq) - Leadership & P/L responsibility for global marketing services firm to F1000 companies; providing advertising, promotion, digital, CRM programs & campaigns; 8000+ employees; 200+ offices. **Co-founded Euro RSCG Interaction Worldwide** (now known as HAVAS Digital). Executive committee member, global business development leader and CMO helped:

- Drive WW network growth to #1 services ranking with more than \$230MM gross revenue
- Applied creative and marketing excellence to build multi-media & CRM campaigns for: IBM, Iomega, Intel, Nokia, Yahoo, Volvo
  - **Intel Inside** ® - Led online development and global brand expansion into Internet leader: ecommerce storefronts, affiliate co-marketing, connected products HW/SW

New York advertising and marketing agencies, e.g. Interpublic and Omnicom. Client highlights:

#### **Compaq Computer Corporation- Interpublic- launch of Compaq Presario Brand- Vice President**

- Achieved \$1B consumer US retail sales via consumer lifestyle positioning to address expanding multi-media market and SOHO segments. Among earliest product introductions using the Web combined with brand advertising, point of sale and merchandising programs

#### **Pepsi-Cola-BBDO/Omnicom- \$4B+Diet Pepsi via Ray Charles - Vice President**

- Part of team driving the biggest and most widely acclaimed advertising campaign event(s) of the 1990's Super Bowls with Diet Pepsi's- Ray Charles "You Got the Right One Baby...UH HUH!" Developed high impact UH HUH!-month retail promotion. Included a One Million Ship-a-case of Diet Pepsi direct effort to diet Coke households. Drove case volume & share growth, trademark brand and consideration gains.

#### **IBM- Lintas/Interpublic- brand development of PC division- Vice President**

- Launch of IBM LaserPrinter which was lead product for subsequent Lexmark spin off
- Personal Computer brand management

Other positions held: Account Executive P&G, Unilever brands; Media planning, buying Warner Bros.

## SKILLS

**Social Media** LinkedIn, Facebook, Twitter, YouTube

**CRM** Client Tether, HubSpot, ACT

**Languages** English, Spanish, French

**Other Skills** Proficient with MS Office Excel, Word, PowerPoint and Google applications. Remote collaboration & leadership via Zoom, Google, Go To Meeting, Team

## EDUCATION

**IMD International**, Switzerland - International Institute for Management Development Global Program

**MBA: Fordham University, Gabelli School of Business**, New York; marketing & management

**BS: Communications Management**, Minor Spanish, **Park School of Ithaca College**, Ithaca, NY

**Rotary Scholarship** to Mexico, attended **Universidad de Las Americas**