

Peter L. Klinge, Jr.

Salt Lake City & New York

801 755 6820 (W/M) – pklingeice@yahoo.com

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**