

Melvin F. Marketing

19 Promotional Way
Boston, MA 02100
617/ 000-0000

MARKETING / OPERATIONS MANAGEMENT

Professional Experience:

MFM ENTERPRISES • Boston, MA

1986 to present

Principal. Direct the efforts of three marketing specialists in the development of marketing recommendations and operational solutions for leading N.E. residential/commercial real estate companies.

- Conduct market surveys to determine market penetration and evaluate other geographical areas for possible market expansion. Recommend changes in advertising strategy and company marketing literature.
- Select and install office microcomputers. Coordinate the design, development, and implementation of computerized property appraisal analyses and client/customer data bases.
- One client increased market share by 5% in 4 months and was recognized as #1 multiple office franchise in New England. Company plans included expansion into three new marketing areas based on recommendations.

GHT INC.

INFORMATION SYSTEMS DIVISION • Boston, MA

1982 to 1986

Marketing Manager (1984 to 1986). Directed four senior product managers and two application engineers in the management of major product programs accounting for 15% of total company sales (\$75M).

- Introduced comprehensive computer-based system within 14 months of initial design. Test site culminated in a \$24M commitment.
- Increased sales by \$2.25M within six months by introducing a unique product into untapped market segment.
- Eliminated unprofitable product with \$500K annual savings.
- Closely collaborated with engineering to formulate project priorities, cost estimates, and schedules.
- Developed effective professional relationships with key industry decision-makers.

Industry Marketing Manager/Senior Product Manager (1982 to 1984). Developed and implemented market and product strategies for numerous product lines and market segments.

- Introduced the company's first multi-user, multi-tasking minicomputer.
- Directed efforts to determine application strategies.
- Supervised the preparation of product requirements and product introduction plans.
- Represented company at regional and national trade shows and conventions.

FRT COMPANIES INC. • Boston, MA

1962 to 1982

Operations Manager (1978 to 1982). Directed a 16-member department in the research and assessment of new procedures, equipment, and automated techniques for implementation company-wide.

- Coordinated the company's conversion to store computerization resulting in its commitment to a \$30M chain-wide conversion based on success with initial system.
- Justified above endeavor with a 28.82% average R.O.I. over five years based on a leasing approach.
- Achieved productivity savings of \$7.4M annually through chain-wide computerization.

Received rapid promotions through Management and Operations positions (1963 to 1978).

Education:

SWE UNIVERSITY • Boston, MA

Bachelor of Science in Business Administration

1970

CONTINUING EDUCATION AND IN-HOUSE SEMINARS

Marketing and Management

REAL ESTATE SALES LICENSE