

Mitch Arnowitz

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PROFILE

Results-oriented sales and marketing professional with 20 years of strategic and tactical experience in building strong client relationships and winning new business. Skills include advertising sales, affinity, loyalty and promotional marketing. Expertise in interactive advertising and Internet marketing. Experience in both established and emerging organizations.

BUSINESS EXPERIENCE

Director, Business Development

The Morino Institute Netpreneur Program, Reston, VA

1996-present

Member of founding team for the Morino Institute Netpreneur Program, an online and offline business community that advances the success of entrepreneurs in the National Capital area. Develop relationships with large and small companies, non-profits and associations, grassroots groups, stakeholders, media, marketers, schools and leaders in the business community. Responsible for email and website marketing, online community building, creating and driving traffic. Develop strategic relationships with companies like The Washington Post.

- Create AdMarketing, an email discussion group, where entrepreneurs discuss advertising, marketing, business opportunities and issues. AdMarketing has 1,500 subscribers worldwide with ancillary products including email newsletter, offline meetings and online events, website, guides and reader recommendations.
- Email Marketing Products Guide named in 7th Annual "Best Of" awards by 'Web Digest for Marketers.'
- Create email broadcast network with a reach of 200 groups and 5,000 individuals.
- Launch Netpreneur Program with "We're Connected" campaign for regional websites to drive traffic and brand recognition.
- Drive traffic to regional events through highly effective viral and web marketing campaigns using email newsletters and broadcasts, ad networks, websites, print publications, radio and television.
- Represent Netpreneur as moderator and speaker at industry conferences, publisher of guides and author of articles.

Vice President, Business Development & Advertising

Cybershop, Montclair, NJ

1995-1996

CyberShop was the Internet's first department store with a digital portfolio of over 10,000 products. Was responsible for directing traffic, brand building, revenue share relationships and content generation. Built advertising model and ran email marketing campaigns. Directed opportunity identification, contract negotiation and program implementation for customers and prospects. Customers included MasterCard, Women's Wire, Time Warner's Pathfinder, Amazon.com and Fidelity Investments.

- Negotiated revenue share, e-commerce programs to grow database to over 25,000 registered users.
- Established charter advertising and sponsorship program.
- Developed promotional programs that included interactive contests, games and shopping sprees.

Director, Entertainment Publications, Inc.

Cendant Corp. (formerly CUC International), Stamford, CT, Detroit, MI

1991-1995

After acquisition by Cendant, became key member of business development team that sold customized marketing programs to Fortune 1000 companies. Directed lead generation, proposal development, negotiation of contracts, program implementation and pricing for customers and prospects. Developed relationships with cable operators, publishers, direct marketers, financial service companies and consumer marketers. Customers included TV Guide, Norwest Bank, Bell Atlantic, Gerber Food and Cox Cable.

- Hit target of \$850,000 in sales.
- Negotiated high margins that drove cost of sales to less than 15%.

General Manager, CUC Publishing, Inc., New York, NY

Managed sales and distribution of *Passbook* coupon book product for New York region. Distribution channels included non-profits, companies, schools and civic groups. Managed sales and operation staff of 12.

- Hit target of \$263,000 in sales, 112% of goal.
- Leveraged direct sales to acquire more than 700 customers representing 20,000 units.

Area Manager, *The Hertz Corporation*, Alexandria, VA, New York, NY

1987-1991

Managed the North-East and North-Central Divisions for Group Sales Division. Managed existing and incremental business for associations, affinity and bank discount programs. Was responsible for direct marketing, advertising and loyalty programs. Acted as liaison to corporate sales force and also had direct account management responsibility. Customers included Bank of New York, MasterCard, First USA, AARP, Chase Bank and the NFL.

- Grew revenue from \$27 to \$47 million. Through territory acquisition, grew the business to \$66 million.
- Increased bankcard program by 12.5% and managed 28 million cardholders.
- Managed 50 of top 100 accounts in leisure market.
- Negotiated first publication insert for American Association of Retired Persons (AARP) with 30 million members.

Vice President, *Shirley Arnowitz Advertising Inc.*, Baltimore, MD

1982-1987

Managed Advertising Sales Division of publisher's representative company. Directed training, managed print advertising sales and helped develop traffic system. Played a key role in creating company graphic arts division and in executing sale of the company. Customers included Maryland Medical Board, Maryland Jockey Club and Maryland/DC/Delaware State Beverage Boards.

- Achieved monthly publication revenue of \$80,000.
- Increased yearly advertising revenue by 70%.
- Supervised sales staff of 4 and managed advertising sales for 11 trade publications.

EDUCATION

BA, University of Maryland, 1982