

AUDIENCE DEVELOPMENT/DIRECT MARKETING/BUSINESS ANALYTICS/SEO/SEM

Results-oriented Marketer with demonstrated successes in marketing administration, including direct response strategy, customer acquisition and retention, project management, email marketing, channel building, product management, product start-ups and turnarounds in print and Internet publishing.

- Key player in increasing the subscriber base of an Internet startup from 275K to over 3.8MM registered consumers while maintaining \$.70 CPA, roughly 1/3 of the industry average. Execution of this plan was an integral factor for the company's IPO and 50x actual revenue growth.
- Increased paid subscriptions by 10% in one year, despite downturn in marketplace, for a consumer magazine geared to music players. Always met, if not exceeded, rate base goals for both trade and consumer publications.

Keen Strategist with proven track record in developing and leveraging relationships that maximum rate base and bottom-line results.

- Successfully added 15 million registered consumers to tactical database through strategic agreements.
- Propelled three established B2B magazines serving sporting goods retailers to top position for ad pages sold (more than 15% greater market share than primary competitor) by increasing rate base, maximizing renewal percentages and better qualifying applicants for controlled subscriptions.

Forward-thinking Leader who blends sharp analytical and tactical skills to deliver cost-effective, high performance solutions.

- Developed and launched the first online circulation marketing audit product, BPA Interactive Subscription Audit by I/PRO™, a thorough analysis of online subscriptions/registrations, customer logins and penetration to paid/password protected content.
- Created cutting edge marketing program based on fundamental marketing principles which positioned magazine publishers to cut new subscriber costs by more than 60% as compared to direct mail. Clients included Wenner Media (*Rolling Stone*), Imagine Media, and *ESPN Magazine*.

Accomplished Publishing Professional with a track record of building and managing innovative and highly effective marketing programs.

- Crafted and implemented marketing budgets ranging from \$100K to over \$10M. Produced and directed all facets of a national B2B branding campaign targeting bankers, investors and marketers for a successful IPO.
- Built new west coast sales and marketing office, generating \$1.75M in first three months of operation.

MS Industrial Relations/Human Resources, Rutgers University, The Graduate School, New Brunswick, New Jersey
BS Business/Economics, The State University of New York at Oneonta

PROFESSIONAL EXPERIENCE

President, Casa Way Associates, San Francisco, CA (www.allan-brown.com)

Dec. '99 - present

Started marketing consulting practice focusing on assisting companies build and execute marketing strategies. Selected B2C engagements include:

DejaVu Sports, Mountain View, CA

Aug. '06 - Present

Leads all direct marketing and strategic alliance efforts for an early stage B2C start-up focusing on high school athletics.

Quintel Communications (currently known as *Traffix, Inc.*), Pearl River, NY

Dec. '99 - Oct. '00

Negotiated and managed large on-line strategic alliances with online advertising networks and traditional direct marketing firms.

Senior Audience Development Manager, IDG, San Francisco, CA

Nov. '05 - Aug. '06

Responsibilities focus on attracting new visitors and creating lifetime value for all registered users for a leading online B2B publication that has served the enterprise IT community for 25+years. Implemented new newsletter promotions program, SEO, SEM as well as raised the level of sophistication of the company's online direct marketing programs for lead generation purposes.

Marketing, I/PRO, San Francisco, CA

Feb. '03 - Dec. '03

Resurrected the marketing function that laid dormant for three years for an information technology company with roots in the publishing industry.

Executed marketing strategies focused on securing customers with origins in newspaper and magazine publishing.

Sales and Marketing, Webclients.net, San Francisco, CA

Oct. '00 - Oct. '01

Created new business plan for an online direct marketing company, revising the sales and marketing strategy to a cost-per-acquisition pricing model.

Marketing, Cybergold, Inc., Oakland, CA

Jan. '98 - Dec. '99

Rescued sinking start-up by developing cost-effective membership acquisition strategy (consumer) for Internet start-up company. Only member of the senior staff to keep position after the purging of the executive team. Scope of responsibilities expanded to executing all corporate marketing initiatives.

Circulation, Stringletter Publishing, San Rafael, CA

Aug. '96 - Dec. '97

Produced circulation/marketing programs for subscription and newsstand sales for two music magazines catering to the players of musical instruments. Streamlined newsstand expenses, resulting in higher sell-through and a cost savings of \$12K per issue in printing and distribution costs.

Circulation, Miller Freeman, Inc., San Francisco, CA

Jan. '93 - Jul. '96

Constructed circulation/marketing programs for eight trade magazines designed to meet rate base projections and audit goals. Developed subscription marketing strategies for three magazine launches and one acquisition.

AFFILIATIONS

Member, Board of Directors, BizViz Internet Analytics Inc., New York, NY May 2005

Appointed to the Board of an established web analytics company whose client list includes Primedia, Thomas Publishing and CMP Media.