

### *Position Profile President/ Chief Executive*

Direct Response Media Inc. is a full service media agency based in Wayne Pennsylvania. Direct Response Media Inc.'s extensive direct response media management experience spans a diverse client base (financial, insurance, direct to retail, continuity) all utilizing the accountable media channels (DRTV, Brand Response television, print, direct mail, radio, Internet, etc.). DRM has designed and maintains its own proprietary media software providing accurate detailed tracking and management of direct response campaigns. Their team of seasoned professionals benefits from a combined 100+ years of media marketing experience, and they have managed many of the most successful direct response TV campaigns. Over the past 10 years, Direct Response Media has built the strategic relationships necessary to provide unparalleled services to their clients. The company is poised for explosive growth and looking for dedicated professionals to join the team. We are currently searching for a President/ Chief Executive at the home office.

### *The Position*

The position of President is to lead the company, drive vision & strategy, strengthen client relationships and the delivery of excellent services, strengthen annual budgeting process, drive accountability into the company and mentor the staff. The President will strengthen the company's position in the marketplace as the leader in media buying services by raising the bar on level of service offerings, to create additional value for each unique client through improved client services, understanding the industry and it's dynamics to steer the companies strategies in the best direction.

### *Responsibilities*

- Responsible for driving growth and profitability - gross billings improvement
- Work with management to document and advance the operational standards of the media buying process
- Develop new business development strategy, improvement of sales tools & presentation process
- Formalize the client services process to improve communication, relationships and reporting
- Formalize budgeting process throughout the company
- Create and implement management vision & objective planning process for applicable departments
- Create and maintain strong relationships with active clients, vendors and partners to the company
  - Develops the new business target strategy
  - Prospect and develop new business opportunities through existing partners and new relationships.
  - Research and analyze trends within and around the industry
  - Identifies new business targets and qualifies the business.
  - Plans the contact strategy.
  - Develops and presents new business presentations.

- Manages the department resources (human and financial) dedicated to new business. This includes resources needed for new business pitches (presentations, travel and entertainment).
- Identifies alternative revenue streams such as agency partnerships and establishes the relationship.
- Attends appropriate industry functions.
- Prepares and presents monthly new business status reports.

### **Qualifications**

- BA/BS degree
- Minimum five years relevant business development experience either at an advertising agency or with a Direct Response Marketer.
- Proven management ability — both people and projects.
- Proven track record in finding, facilitating and closing new business prospects.
- Effective communication (written and oral) and presentation skills.
- Ability to facilitate and collaborate and negotiate.

The successful candidate must be an enthusiastic, positive, dynamic sales person with a proven customer relationship record. The position requires a highly motivated self-starter, must have demonstrated leadership skills, self confidence and drive to succeed.

### **Compensation**

The company offers a competitive salary and bonus compensation with full benefits package.