

M. SAPA CARLSON

1015 Linden Lane ♦ Orono, Minnesota 55364 ♦ (952) 472-5574 ♦ sovos@aol.com

SUMMARY OF QUALIFICATIONS

Results-driven conceptual, tactical, and strategic business planning executive with experience in positions such as President, General Manager, and VP/Marketing. Proven talent in start-up, entrepreneurial, and operational environments with expert ability to handle full P&L responsibility. Demonstrated ability to direct budgeting, cost control, organizational development, and performance management. Exceptional communication and interpersonal skills with key competencies in the areas of:

- *Strategic Market Planning*
- *General Management*
- *New Business Development*
- *Key Relationship Management*
- *Motivational Leadership*
- *Visionary Guidance*

PROFESSIONAL EXPERIENCE

SAXTON-FERRIS INTERNATIONAL – *Minneapolis, Minnesota*

1999 – Present

Senior Executive of Operations/New Business Development

Recruited to offer innovative leadership, develop new business, and hold full P&L responsibility for a marketing company specializing in yellow pages and other directional media including WAP and Internet advertising applications for national and international clients.

- Continuously optimize operations, increase revenues, reduce costs, and position company for growth in fiercely competitive and rapidly evolving markets.
- Identify new market opportunities and implement innovative sales strategies to capitalize on current trends.
- Utilize emerging Internet technology to design opportunities for clients to advertise with web-based media.
- Track Internet trends to offer clients the most modern business opportunities with potential to develop into strategic partnerships while minimizing financial risk.
- Research market movements to offer clients maximum return on advertising investments and secure future success.
- Launched the most explosive growth campaign in company history, which doubled annual sales within one year by identifying potential opportunities and establishing solid relationships with key accounts.
- Reviewed existing accounts to pinpoint possible areas of improvement and implement contract changes to maximize revenue potential.
- Consolidated financial data systems and converted billing system from manual entry to an automated accounting system that streamlined entry operations, reduced errors, and increased accuracy.
- Significantly decreased age of all receivables and increased account profitability by establishing credit management methodologies that controlled \$1.5 million in unsecured aged credit and \$13 million in annual billings.
- Prestigious client base includes Carlson Wagonlit Travel, Radisson Hotels Worldwide, Toro, SCI, SAS Airlines, Coldwell Banker, Great Clips and Super Cuts, Farmers Union Insurance, Hunter Douglas Gallery, Novus Glass, Dorsey and Whitney, and Nevada Bobs.

VIATICARE FINANCIAL SERVICES, L.L.C. – *Minneapolis, Minnesota*

1996 – 1999

Vice President of Marketing

Selected to provide strategic and tactical leadership for sales and marketing with full accountability for financial performance, development, and execution of \$6 million annual marketing and public relations strategy.

- Built tactical affinity and corporate alliances to originate business including Seniors 1st Club of America, The Veterans of Foreign Wars, and AAA.

M. SAPA CARLSON

1015 Linden Lane ♦ Orono, Minnesota 55364 ♦ (952) 472-5574 ♦ sovos@aol.com

Vice President of Marketing – (continued)

- Expanded client base and increased revenues by utilizing effective public relations efforts to attract potential clients and investors.
- Developed, recruited, and managed national sales force of 10 internal client service representatives, 300 direct agents/brokers and over 10,000 secondary agents/brokers.
- Built sales systems through presentations, call center, and trade shows driven by advertising programs, public relations programs, and direct community contact.
- Created national media buy-pitch strategies for print, radio, Internet, direct mail, television, video news releases, and satellite media tours.
- Managed national spokesperson as well as public relations and production firms McGrath-Buckley, Carmichael Lynch Spong, Shandwick USA, Morgan Williams, Media Relations, Cartouche Productions.
- Directed freelance marketing personnel including senior collaborators, writers, graphic designers, talent, photographers, videographers, and directors.
- Represented corporate position to legislative groups NAIC and NCOIL, and industry positions on behalf of Viatical Association of America (VAA) Public Relations Committee.
- Recognized for offering motivational leadership and creating promotional incentive programs that challenged sales team to consistently exceed financial objectives.

SAPA MARKETING – *Minneapolis, Minnesota*

1993 – 1996

President

Founded and directed small agency focused on inventing, selling, and delivering literature products (newspapers, event programs, directories) to niche markets. Specialized in specific product development and creating marketing campaigns.

- Published weekly community newspaper with circulation of 25,000 that was funded by over 1,500 advertising clients.
- Generated revenues by identifying current market trends and offering targeted publications that maximized advertising exposure.
- Created and implemented alternative yellow page directories and published brochures and programs.
- Utilized extensive market knowledge to provide corporate communications consulting functions for specific market demographics.
- Designed client fundraising strategies and managed 15 employees and 155 freelance contributors.

EQUAL TIME PUBLICATIONS – *Minneapolis, Minnesota*

1991 – 1993

Director of Marketing and Sales

Chosen to implement marketing strategies for niche market community newspaper. Expanded circulation to become leading news source and authority voice in the targeted Minnesota community.

NEATLY DONE, LTD. – *Minneapolis, Minnesota*

1989 – 1991

President

Founded and operated construction clean-up company. Established relationships with contractors and provided clean-up services for their building sites.

EDUCATION

MINNESOTA STATE UNIVERSITY – *Moorhead, Minnesota*

1983

Bachelor of Science Degree

LICENSED REAL ESTATE SALES AGENT - *Minnesota*

current