

KRESKI

Marketing Consultants, Inc.

Jerry L. Gale – Professional Experience

- 2009 - present **Senior Marketing Consultant**, Kreski Marketing Consultants, Inc., a provider of marketing planning and creative services to firms in the audio/visual industry.
- 2008 - 2009 **Strategic Accounts Business Development**, AVI-SPL, a dealer and integrator of audio/visual systems to business, government and educational markets.
- Identified and targeted Fortune 500 corporations and vertical markets, as part of a select five-person task force.
- 1999 - 2008 **Vice-President of Marketing**, SPL Integrated Solutions, an audio-visual systems integrator known for higher-end commercial projects. *Achievements include:*
- Helped grow the business from \$80M in 2000 to \$150M in 2007.
 - Managed all marketing activities including competitive analysis, vertical marketing, trade shows, advertising, website, brochures, publicity, internal communication, leads management.
 - Pro-actively supported a 40-person sales team in 15 offices.
 - Managed an annual marketing budget of \$500K.
 - Planned and implemented numerous successfully marketing campaigns generating profitable sales leads.
 - Designed and organized booths for six to eight trade shows per year.
 - Based on competitive analysis and strategic planning, changed company tagline from "Continuing to be the Best" to the more powerful "We Make Meetings Work."
 - Presenter at three national trade shows on successful marketing tactics for B2B companies.
 - Published extensively in AV trade magazines.
- 1994 - 1999 **Area Sales Manager**, InFocus Systems, a manufacturer of LCD and DLP-based projections systems.
- Managed and supported resellers in a seven-state area. Resellers were in a variety of channels including direct, indirect, web and major accounts.
- 1990 - 1993 **Senior Account Executive**, Sears Business Centers, Minneapolis, MN.
- Sales of computers and Novell networks to business and government.
- 1988 - 1989 **Product Marketing Manager**, CPT, Minneapolis, MN, a manufacturer of word processing and data entry systems.
- Managed the development and introduction of optical-disk, storage-and-retrieval system.
- 1983 - 1987 **Senior Product Marketing Manager**, Lee Data, Minneapolis, MN, a \$140M manufacturer of IBM-compatible displays and monitors.
- Managed all marketing activities and new product introduction for number one product line.
 - Coordinated European sales.

Education

University of Minnesota. Masters of Business Administration.

Cornell College. BSS - Psychology, Economics.

Certifications / Associations

2008 **Certified Professional Services Marketer (CPSM)** Awarded by the Society of Marketing Professional Services (SMPS), September 2008

2007 - 2009 **Market Research Committee,** InfoComm International.

2003 – 2005 **SAVVI Council** (Sound, AudioVisual and Video Integrators), InfoComm International