

Don Kreski

With over 25 years of marketing management in the a/v industry plus a first-rate education, I am uniquely qualified to help you grow your business.

A generalist with a wide range of creative production and management skills, I played a significant role in the success of AV integrators Midwest Visual Equipment Company and United Visual, Inc. During my years there, United Visual achieved a 27% average annual growth rate and more than tripled its sales; Midwest Visual grew tenfold.

Management Experience

- 2002 - present* **President**, Kreski Marketing Consultants, Inc., a provider of marketing planning and creative services to firms in the audio/visual industry. *Achievements include:*
- Helped AV integrators Sound Vision, Lewis Sound & Video and Media Resources significantly grow their businesses by building websites and other marketing materials that greatly enhanced their credibility with new customers.
 - Developed email campaigns for Sharp Electronics and Crestron that helped them make significant inroads into the AV consultant market.
 - Helped Sharp, ClearOne, Tightrope Media, Accordent and Visionary Solutions, Inc. gain attention in the trade media, and used that attention to help them build credibility with customers.
 - Created professional new sales literature designs for Visionary Solutions, Wireless Computing, Gentner and Jelco, Inc..
 - Helped rep firm and distributor Starin reach out to dealer customers with a series of newsletters, mailers, brochures and other marketing materials.
- 1996 - 2002* **Director of Marketing**, United Visual, Inc., a dealer of audio/visual products to business and educational markets. *Achievements include:*
- Created a new public image for United Visual through website, catalog, direct mail, email, show and seminar campaigns, bringing the firm huge gains in business.
 - Built a new United Visual website to more than 700,000 visits per year, bringing the company a nationwide customer base as well as a significant increase in revenue.
 - Developed a full-line audio/visual catalog that, according to a 2001 survey, was kept by 79% of those who received it in the mail and used monthly or better by 21%. The Association of Educational Publishers named this catalog the nation's best distributor catalog in its 2002 *Distinguished Marketer Award* competition.
 - Developed a co-op and advertising sales program that provided over half of United Visual's advertising budget, effectively doubling the reach of the firm's promotions.
 - Introduced marketing research to the company, greatly helping United Visual formulate and achieve its goals.
- 1979 - 1996* **Marketing Communications Manager**, Midwest Visual Equipment Company, an audio-visual and computer dealer that's now part of AVI Midwest. *Achievements include:*
- By developing aggressive direct mail, catalog, advertising, show and seminar programs, I was able

to reposition Midwest's image from that of a small, family-run dealer to a respected supplier of high-tech systems. In so doing I helped it grow from seven to over seventy million dollars in sales.

- Won national advertising awards for Midwest Visual newsletters and show invitations.
- Introduced marketing research, helping Midwest target customers and marketing programs.
- Took an active role in several general management activities, including a key role in the startup of Midwest's computer technical support program, a reorganization of their service department, and development of an information systems strategy.

1985 - 1988 **Advertising Manager**, Midwest Computer Center, a retail computer store owned by Midwest Visual during these years. *Achievements include:*

- Brought Midwest Computer Center's newspaper, radio, and cable TV advertising in house, driving virtually all of the store's retail traffic.
- Initiated a classroom program that trained hundreds of customers in software applications. Won a national award for one of my seminar brochures.

Other Experience

2005 - present **Columnist**, Sound & Video Contractor Magazine. Write *Marketing Perspectives* column for print and online editions.

2003 - 2005 **Writer and columnist**, Pro AV Magazine. Wrote *New Revenue* column and various feature stories.

2002 - 2003 **Instructor**, National Louis University, Wheaton, Illinois. Taught *Marketing for Managers*, an undergraduate course in basic marketing for students pursuing a management degree.

2003 - 2004 **Adjunct Instructor**, Infocomm International.

Education

1996 **Northwestern University, Kellogg Graduate School of Management.** Masters of Management with majors in Marketing and Finance. Graduated with highest honors from the school *Business Week* and the *Wall Street Journal* have consistently named as having the nation's best program in marketing, and *Business Week* calls the number one school of management.

1977 **University of Illinois, Urbana.** Graduated with highest departmental distinction with a BA in English/Secondary Education and minors in Rhetoric and German.

1973 - 2007 **Photography coursework** at the University of Illinois, College of DuPage and the Chicago Photography Center, including studio and portrait lighting.