

PATRICK A. MEYER

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CAREER PROFILE

Accomplished award winning sales, channel marketing, licensing and product development professional with a proven background in leading sales and development efforts of entirely new and innovative products. Skilled at driving licensing relationships and increasing sales team results with brand market penetration. Demonstrated excellence in developing, planning and executing global ROI driven strategies. Successful management of physical or digital product development in concert with market trends while growing new and existing business opportunities has led to my career progression. Looking to utilize my background in effective global marketing, licensing and sales activities with a respected organization that rewards hard work, creativity and innovation.

AREAS OF STRENGTH AND EXPERTISE

- All Aspects of In/Outbound Licensing
 - Contract Negotiations/Renewals
 - Results Oriented Sales Management
 - Tech Start-up Experience
 - Channel Marketing
 - Global Strategic Planning
 - Social Media Development
 - Marketing Communications
 - Brand Management, Growth and Cultivation
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SALES, MARKETING, LICENSING AND BRAND DEVELOPMENT

- Accomplished expert at integrated sales and marketing execution combining online and offline activities which exceed plan.
- Highly experienced with worldwide sales management initiatives often combining both in-house and outside sales reps.
- Successfully managed over 200 concurrent licensing contracts including renewal strategies and maintained client relationships contributing to nearly \$500 million in yearly wholesale revenue.
- Wide experience and ongoing strong contacts with major licensing sources, entertainment studios, international brands, auto racing, sports teams, music industry sources, manufactures and licensing houses.
- Experienced in all aspects of contract negotiation and product management for both inbound and outbound licensing activities. Hundreds of successful long term licensing deals and relationships over many years.
- Instrumental in the development of dozens of innovative product lines including infant/toddler play, care, feeding, preschool, apparel, consumer electronics and male action platforms - including licensing songs integrated into products for retail.
- Extensive experience in licensed consumer products, interactive space, team sports and auto racing products including NFL, NASCAR, MLB, GM, Ford, Microsoft, Sony Signatures, Rhino Records, Electronic Arts, Disney, Pixar, Harley Davidson and hundreds of others. I have written many licensing agreement with literally all major licensing sources in entertainment.
- Utilized deep consumer brand insights gathered via online groups, forums, online groups and online testing to develop specialized marketing programs driving product creation and successful licensing. Products included American Red Cross infant and child care items, John Deere products, Disney infant and toddler disposable feeding, Nick and Sesame Street preschool platform play sets, Thomas the Train products, Bob the Builder master toy program and movie properties such as The Fast and the Furious many preschool television shows for Disney, PBS and Cartoon Network.

PRODUCTION CREDITS AND LICENSING HIGHLIGHTS

Licensee of the Year, General Motors

2007 Johnny Lighting Animated Shorts, Telly Award Winner

- ⌘ Years of direct experience with all major retail and sporting goods buying and management teams – including WalMart, Target, GameStop, TRU, Cabellas, Kohls, QVC, Kmart and online retailers such as Amazon.com in the US and China
- ⌘ Innovator in music licensing business with millions in sales with Sony Signatures, Universal Music, KISS and others.
- ⌘ Years of experience with entertainment studios, electronic game studios, MLB, NFL, College & Auto Racing Team licensing experience for apparel, memorabilia, & collectibles.
- ⌘ **Creator and Executive Producer** Johnny Lighting Animated Shorts, produced by Starz Media/Film Roman 2007. Award winning marketing animated shorts – ***Telly Award Winner***
- ⌘ **Executive Producer RC2** - Meteor the Monster Truck Preschool Series – Discovery, Cartoon Net UK, Brandissimo 2006.

PROFESSIONAL EXPERIENCE

Wellx - www.wellx.com

2010– Present

Director of Integrated Marketing and Sales

High energy and fast paced “bootstrap to VC” financed start-up providing social networking, software and practice management solutions to sports, wellness and medical professionals. As Director of Sales and Integrated Marketing I am the key active decision maker across all departments including IT site-wide product development direction. Developed integrated approach to increase sales results, product awareness and brand image. Key focuses include: maximize sales growth and cohesion of Wellx top-customer tier; develop new and existing core-customer bases; secure targeted media endorsements and media placements; devise new digital product introductions and brand integration within professional community groups comprising best potential revenue bases; and creation/management of annual business-building sales promotion programs. Constantly researching new technical sales tools.

I utilized my extensive general management and sales experience to drive a redesign of the entire Wellx platform including all marketing and product development resulting in growth of over 300%

- ♦ Responsible for sales management, contract negotiations and marketing P&L, budgets and ROI for products and programs. Managed team of in-house sales people and outside affiliate relationships.
- ♦ Created and implemented a fresh social marketing initiative. Result = 34,000 Facebook (@Wellnessx) 8,000 Twitter
- ♦ Highly accomplished with all social media tools such as CrowdBooster, HootSuite, TweetSpinner. Proved results in converting social media relationships into measurable brand sales and goodwill growth.
- ♦ Developed and executed effective monthly online sales webinars to drive product adoption by professional target market. Created Facebook ad campaigns, PPC campaigns and oversaw SEO management.
- ♦ Cultivated strong relationships across all organizational levels and established company culture and procedures.
- ♦ Successfully spearheaded and lead the initial round of VC funding in the seven figure range.
- ♦ Highly adept at sales team management tools such as Nimble and LinkedIn strategies

Learning Curve Brands - www.learningcurve.com

2000 – 2009

Vice President Licensing and Entertainment Properties

Industry leader in the manufacture of team sports and auto racing collectibles/memorabilia to thrill sports fans as well as developmental toys and infant/toddler care products that engage children and provide parents with safe choices in quality playthings, care, feeding and soothing products. In my role as VP Licensing and Entertainment Properties I was responsible for targeting and negotiating hundreds of licensing agreements, managing and growing relationships with all major licensing and product development companies and finding new multi-million dollar opportunities. Led all creative development, marketing direction and overall management of internally controlled RC2 properties. Lead retail sales pitch development and presentations.

- ♦ Responsible for the acquisition and management of many high profile licensing agreements with companies such as **MLB, NBA, NFL**, Disney, Warner Brothers, Lucasfilm, Nick, Cartoon Network, Ford, General Motors, John Deere, Universal Studios, Marvel, HIT Entertainment, Sesame Workshop, American Red Cross, Microsoft, and Electronic Arts, Sony and Universal Music properties.
- ♦ Launched marketing strategies that raised brand awareness across markets and increased annual revenue to nearly \$500 million in wholesale shipments in 2008.
- ♦ Pioneered and developed a worldwide licensing program for company brands aiding in brand launch into categories such as apparel, video games, pet toys, publishing, consumer electronics and toys and games.
- ♦ Revitalized categories by adding exclusive licensing agreements such as the American Red Cross for infant care items. Managed this strategic branding initiatives resulting in an increase from \$1 million to \$23 million in just two years at distributors such as Target and various national drug store chains.
- ♦ Responsible for the successful launch of first internally co-owned project, Meteor the Monster Truck, on October 2006 on Discovery Kids/TLC network and representation at MIPCOM in France.
- ♦ Drove creative initiatives personally driving creative on 12 animated shorts, developing new animated properties and promoting animations using media such as Starz Media, and Film Roman for Johnny Lightning in support of Learning Curve product line launches.
- ♦ Designed, sold and marketed many creative over 1000 **NASCAR team sports** initiatives.
- ♦ Managed and developed internal corporate sub-licensing programs for major brands such as John Deere and Lamaze products.

Racing Champions Ertl

1998 – 2000

Vice President of Sales

Founded in 1989, Racing Champions Corporation is one of the largest die-cast collectible companies in North America. In 1999 it acquired the Ertl Company combining its innovation with over 50 years of experience in making farm toys, model kits and collectibles. As Vice President of Sales my duties included strategy and execution for worldwide customer satisfaction, communications, and creation of sales campaigns and development of co-marketing programs.

- ♦ Developed and managed QVC NASCAR collectible die-cast products and launched marketing campaigns that generated \$8 million in revenue during the first year.
- ♦ Managed the product development life cycle of the majority of the NASCAR team products.
- ♦ Drove growth initiatives introducing products into major retail leaders such as Target, Toys R Us and Walmart resulting in double digit sales and an increase of shipments to over \$100 million in wholesale shipments.

Racing Champions Inc.

1996 – 1998

Regional Sales Manager

As Regional Sales manager my duties included the development and maintenance of high profile merchandising accounts, development of inventory models, analysis of sales trends and opportunities, sales forecasting, project coordination and monitoring of retail outlet productivity.

- ♦ Maximized sales and marketing opportunities through in depth analysis, innovative campaign development and regional and specialty retail account management to promote retention.
- ♦ Led overall growth development initiatives resulting in increased sales from \$30 million to \$75 million in revenue.

PC Mall/Mac Mall - Creative Computers

1994 – 1996

Sales Manager – PC Mall

Value added direct marketer of technology products, services and solutions to businesses, government and educational institutions and individual consumers. As Sales Manager my responsibilities included inside sales, and delivery of basic technical support for nationwide clients.

- ♦ Achieved record in division sales with an overall 80% increase annually based on efficient phone sales, use of innovative and persuasive tactics and development of up-sell strategies.
- ♦ Distinguished as being the first PC division sales manager to achieve historic sales growth levels.

EDUCATION

- **Bachelor of Arts in Economics** - Illinois State University, Normal IL
- **Vocal, Composition and Guitar Studies** - College of Contemporary Music/MI – Hollywood, CA