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Summary:

- Executive leader of change management with deep domain as an operations leader rooted in business development, sales strategy, major account management, brand development, and sales operations.
- Extensive experience within both large and small businesses in the services sector as well as supply chain within manufacturing, working with large Fortune 500 customers as well as small to medium business owners.
- Known as innovative leader who also recognizes new thinking around new product offerings and developing those new products/services which are ahead of their time and delivered real revenue growth.
- Exceptional instincts in building and developing sales and marketing teams and setting reasonable goals and challenges.
- Strong ability to monetize new product ideas which delivered revenue growth of divisions and/or business units focused in B to B to C customers.
- Successful track record in recognizing and developing high performing talent, defining strategic hiring plans, and building teams driven by team work and growth.
- High energy leader who instills an environment of focus, results, innovation, and passion to excel.
- Engaging and disarming style focused on building long term sustainable vendor and customer relationships that is highly collaborative and proactive communications skills.

Experience:

Lighthouse Media Solutions (Partner/CEO/President) September 2009 – December 2018

Digital Marketing & Communications Solutions business delivering video, online, and print solutions focused on the SMB market; delivered innovative solutions providing digital analytics for proactive marketing planning.

- Founding Partner
- Grew this early stage services business revenues from \$100,000 to in excess of \$6 million
- Defined and launched new product offerings providing customers with impactful market presence thru digital media including online, TV, and print.
- Expanded print media offering from 6 core products to 15 complimentary brands through acquisition and/or development

- Developed the core business strategy for growth and product expansion aligned to market changes and needs relative to digital media.
- Developed data analytics product offerings providing clients with proactive data in support of their brand strategies and market awareness to drive customers' revenue.
- Diversified the client base and new customer pipeline in support of growth strategies of product lines and revenue/profitability.

Consultant for PGA Magazine/Met Golf Assoc. March 2008 – March 2009

- Provide strategic Sales leadership for key accounts in New York and New England. Clients were mid-sized businesses to large consumer & sports brands such as Titleist, Ralph Lauren, Barton Brands
- Active participant leading business development initiatives at major golf events and brand/category shows
- Developed new products including sponsorship concepts

Cape Cod Life (Partner/President) June 2003 – March 2008

- Managed publishing operations and team
- Sales went from just under \$2 million to over \$4 million while improving profit margin to 10%
- Directly managed sales team and worked with key clients
- Created and developed new products including events (boating and home markets) and custom publishing

**Cahners Publishing Co. (Vice President/GM Supply Chain Division)
April 1993 – May 2003**

- Team consisted of 550 plus people, located in Boston and Chicago.
- As GM of Boston office, role entailed managing 12 magazine brands which entailed all business operations from production, sales, marketing, HR, Finance, etc.
- Had complete P&L responsibility of this business line.
- Developed new products, including digital, print and major brand/industry sector shows.
- Managed key management team with direct responsibility of the brands and division P&Ls
- Worked with my CFO and HR Vice President to assure sensitive environment, while creating an effective and efficient division focused on successful and profitable growth.
- Grew the division from \$28 million to over \$100 million in revenue while expanding the profit margin to nearly 30%
- Traveled U.S. proactively working with sales and edit teams to strengthen our client relationships and expand our business.

Education

Ashland University, Ashland Ohio

Bachelor of Science in Business/Economics

Varsity baseball 4 years

Student Government Leader 2 years

Vice President of Senior Class

References available at request