

MARK H COHEN

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DIGITAL STRATEGIST

Strategist / Online Marketing Expert / Brand Steward

Marketing has changed dramatically since Mark entered the ad business. On the media side, [digital](#) has taken hold. On the tactical side, we hear of [crowdsourcing](#), [social media](#), and [engagement](#) – to name a few. Customers are well informed consumers who voice their opinions regularly and [can hurt](#) or help a brand exponentially within minutes. There is a dizzying array of choices for customers as well as marketers, which has led to a new paradigm for the customer experience. The challenge marketers now face is how to apply their traditional marketing experience to these new paradigms. And in turn, how to: manage to this new customer experience; strategically choose the marketing mix; integrate messaging across all mediums; and integrate new tactics – such as social media – into existing organizations. This is where Mark H. Cohen comes in. A seasoned strategic marketer who is as fluent in brand as he is in tactics that work, Mark has spent the last 15 years staying on the leading edge of digital/interactive/online marketing strategies and techniques. He's done this not by simply hiring agencies, or supervising employees, but by getting into the trenches himself and doing it. SEO, SEM, online advertising, web site design and development, digital video creation and distribution, and now, social media - are part and parcel of Mark's marketing lexicon. A self-proclaimed marketing technologist, Mark strongly believes in measurement and accountability in addition to results.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT MARKETING, 2008 – 10/2009

HUMAN FACTORS INTERNATIONAL – Fairfield, Iowa

Mark defined strategy, developed, executed, and managed comprehensive marketing plans designed to identify, penetrate and grow target markets. He communicated with customers, management, internal departments, and vendors to coordinate overall marketing efforts in accordance with corporate goals. He established strategic, positioning, and process guidelines for global subsidiaries. Planned and carried out regional market research and programs. He also played an integral role in product development and pricing. Led and directed a forward-thinking marketing team and provided marketing guidance worldwide. Prepared and managed \$1-million+ marketing budget. Corporately lead as a member of the senior management team.

Selected Contributions:

- ✓ Exceeded 2008 revenue goal - in the face of the global recession - by repositioning the company and successfully launching a new product that relied on that positioning.
- ✓ Achieved positive ROI for the aforementioned new product launch by utilizing creation and implementation of highly effective marketing campaign that relied primarily on social media.
- ✓ Substantially increased the number and quality of leads, leading to record training sales and achievement of consulting sales goals - again, in the face of the recession.

VICE PRESIDENT MARKETING AND PRODUCT MANAGEMENT, 2006 - 2008

FETTER LOGIC – Denver, Colorado

Mark developed, executed, and managed a comprehensive marketing plan designed to identify, penetrate and grow target markets. He communicated with customers, management, internal departments, and vendors to coordinate the overall marketing effort. Played integral role in product development and pricing. Conceived of and led co-marketing efforts with clients and distribution partners. Mark was a member of the senior management team.

Selected Contributions:

- ✓ Successfully launched the company's inaugural software product.
- ✓ Was instrumental in helping the company to secure their primary distribution partnership for the above referenced product which resulted in upfront top line revenue of \$3MM.
- ✓ Rebranded and repositioned the company which enabled it to be seen on an equal footing with larger, better established competitors.

MANAGING PARTNER, 2003 – 2006

FOCI, LLC – Denver, Colorado

Mark led: marketing and business development; day to day management of the company; training and mentoring the management team; client relationship management, and planning and implementation of "traditional" and interactive marketing strategies for all of Foci's clients. He directed two office moves, all infrastructure, hires, accounting, finance, and legal.

Selected Contributions:

- ✓ Built the company to a high of 29 FTEs within a three year timeframe, generating over \$3MM in revenues.
- ✓ Directed development of proprietary software products including: a sales tracking database for mutual fund firms; content management system for mutual fund firms; a basic content management system, and a content management system for Flash-based Web sites.

DIRECTOR E-MARKETING ENABLEMENT, 2001**DIRECTOR ELECTRONIC MARKETING, 1999 - 2001****SR. MANAGER INTERNET STRATEGY AND DEVELOPMENT, 1998 – 1999****E-MARKETING MANAGER, 1996 – 1998**

JANUS CAPITAL CORPORATION – Denver, Colorado

Mark was Janus' first-ever "Web Master"/Executive Producer. He was responsible for management and maintenance of all Janus' Web properties and researching and piloting additional forms of interactive media. Part of the marketing team that built the Janus brand, Mark focused on bringing the brand to life on the Web. Developed Web content creation, management and development process based on business needs and requirements. Formed and led content management, development and implementation team. Mark managed a multi-million dollar Web design, development, and maintenance budget.

Selected Contributions:

- ✓ Within his first 8 months on the job, he proved that Janus' Web investment paid out, which led to additional corporate interest and investment in the Web as a viable medium.
- ✓ Launched award-winning Flash recruitment site/CD-ROM and numerous broker-dealer and third party micro-sites.
- ✓ Built janus.com into the most accessed channel for doing business with Janus – over \$2 Billion in revenues the first year, averaged over 4MM unique sessions (site visitors) per month. Over 40% of new accounts set up on-line. Realized multi-million dollar cost savings.

MANAGING PARTNER, 1994 – 1996

PREMIERE INTERACTIVE MEDIA – New York, New York

Mark co-founded one of the industry's first interactive marketing and communications agencies. He was responsible for client relations, project management, new business development and interactive production.

Selected Contributions:

- ✓ Generated and managed over \$2MM in business via networking and cold-calling.
- ✓ Contributed to pioneering interactive marketing efforts for DuPont, IBM, and Meredith Publishing amongst others.

VICE PRESIDENT, 1982 – 1994

VARIOUS MARKETING COMMUNICATIONS AGENCIES – New York, New York

Mark specialized in creative concept development, client relations, account management, new business development and strategic partnerships. He worked on a wide range of advertising, direct response, public relations, event marketing and promotion projects for a variety of consumer products, cosmetics, liquor, magazine publishing, cable, and quick serve restaurants.

Selected Contributions:

- ✓ Started in the mailroom of Ventura Associates in 1982 and became executive vice president of CCM, Inc. by 1990.
- ✓ In addition to being a top-performing business developer in each agency, created and implemented many programs that increased sales and/or retained consumer and business-to-business customers.

EDUCATION & CREDENTIALS

Bachelor of Science Degree, Marketing, 1982 • SUNY @ Buffalo – Buffalo, New York

COMMUNITY AND INDUSTRY SERVICE & ACCOMPLISHMENTS

- ✓ **Adventures Within: Current Board Member** • Not-for-profit supporting outdoor “adventures” in Colorado for people afflicted with Multiple Sclerosis.
- ✓ **Fairfield Sustainability Commission: Advisory Board Member** • Mark consults with the board of directors around online/interactive marketing issues – he will be leading their web design efforts
- ✓ **Fairfield Arts and Convention Center: Current Board Member**
- ✓ **Noah’s Ark Animal Foundation: Current Board Member**
- ✓ **Fairfield Live on the Square – Current Board Member** – • Local group sponsored by the City of Fairfield that produces a concert series on the town square
- ✓ **Denver’s Road Home:** led effort to secure sponsorship of a meter in the parking meter program from his Leadership Denver class. Donated time to build award-winning Web site to support the initial fundraising and community building efforts.
- ✓ **America SCORES:** America SCORES is a unique after school program that combines soccer, creative writing, and community service to positively affect the lives of inner-city children across the nation. Mark was on the National board of director’s, was an affiliate board rep, representing Dallas and Denver on the national board; he was on the executive committee on the national board, and was the chair of the national marketing committee – where he was responsible for building the momentum around re-positioning and re-branding of America SCORES.
- ✓ **America Scores Denver:** local affiliate of national organization referenced above. Served as board chair for 3 years and was a board member for 5 years.
- ✓ 2003 Graduate **Leadership Denver:** civic leadership program implemented by the Denver Metro Chamber Foundation.
- ✓ Co-founded New York Chapter of **Promotion Marketing Association (PMA):** Served as Co-chairman for 1 year, Chairman for 2 years.
- ✓ 1993- 1996: **Adjunct Professor at NYU School of Continuing Education** • taught the school’s first-ever interactive marketing class, “Promoting Your Business on the Web”, and previously taught “Creative Promotion Marketing - Breaking Through the Clutter”.
- ✓ **Public Speaker:** numerous marketing, advertising, interactive advertising/marketing/media, and mutual fund events and conferences. **Published numerous articles** in national trade publications, newspapers, and newsletters and was quoted in numerous articles. Examples include:
 - **2009 University of Wisconsin e-Business Consortium:** Integrating Social Media into Your Marketing Mix
 - **2009 Rural Entrepreneurial Gathering:** 10 Commandments of Interactive Marketing
 - **Fairfield Entrepreneur’s Club 2008 :** 10 Commandments of Interactive Marketing
 - **Mutual Fund Education Alliance (MFEA) “Chairman’s Call”** • 2006
 - **Housing Now Conference** •2005
 - **ICI “Mutual Funds in an Electronic Environment”:** Wash DC • 1997
 - **Interactive Advertising Strategies for Agencies:** NY • 1996
 - **Internet World and WWW Conference:** NY • 1996