

BRAD TURNER

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I am a focused and disciplined leader who has been the foundation of multiple firms with a strong record of driving strategies, initiatives, and processes that generate dynamic gains in financial performance and operational efficiencies. In addition to enjoying challenges and serving others, I have demonstrated broad-based strengths and accomplishments in:

Executive Management	Negotiations	Process Improvement
Corporate Finance	Lead Generation	Project Development
Merchant Banking	Strategic Planning	Direct Mail / Telemarketing
Business Development	Media / Advertising	Sales / Sales Training
Organizational Behavior	Vendor Management	Affiliate Marketing

My objective is to apply my business acumen, leadership abilities, salesmanship, precision, and initiative to an organization that impacts positively on colleagues, customers, and the community.

Industry Achievements include:

Financial Services – www.completionfund.com

- Raised nearly \$50MM in equity capital commitments for financial service clients
- Facilitated development and direction of mergers and acquisition marketing program for Chinese multi-national merchant banking firm
- Negotiated mergers and acquisitions contracts between Big 4 accounting firms and law firms for banking client
- Designed and oversaw creation of an online financial publication and web community for 40,000 investors
- Formulated lead generation strategy for finance company to screen for qualified debt settlement, loan modification, and tax relief clients
- Developed sales prospecting and marketing referral programs with mortgage brokers, realtors, and wholesale lenders; increased leads delivered to mortgage banking firms
- Negotiated and procured contracts with international firms operating call centers in India, North America, and Mexico

Manufacturing / Consumer Products

- Negotiated US and international licensing rights for cosmetic product
- Formed strategic manufacturing and fulfillment investment partner with one of Fortune 400's wealthiest individuals
- Introduced and marketed consumer product in Japan, Mexico, Europe, and the US; consistent sales for 10 years
- Negotiated and serviced licensing contracts with General Mills, Colgate, Turtle Wax, Campbell's Soup, and Labatt's
- Oversaw hiring, training, and managing of inbound and outbound 40 person telemarketing program
- Created marketing program that increased sales nearly 40% for 3 consecutive years for manufacturer
- Designed lead generation kiosk for home improvement show; generated over 500 new leads for client

Entertainment / Sports / Travel

- Structured and managed drafting of \$10MM offering memorandum with investment bankers, accountants, and securities law firms for feature length film; secured over \$1MM in development and seed capital
- Organized and syndicated investment vehicle to finance company for private equity capital; negotiated contracts with investment brokers, certified financial planners, and high-net worth investors
- Negotiated and obtained feature length film option through negotiation with agents and lawyers
- Created and implemented film marketing plan; consulted with talent, studios, investors, and agencies
- Obtained logo and product licensing agreements with Major League Baseball organizations, including the San Diego Padres, Chicago Cubs, and Minnesota Twins, as well as Michael Jackson, the Republican Party, and America's Cup
- Created direct response POP displays that utilized a 52 branch banking institution for distribution
- Acquired Ernest Hemingway license from Hemingway Ltd. to sell authorized merchandise and operate a travel and tour company under the Ernest Hemingway brand name

Media

- Created business development platform for \$120MM media company; clients captured include Disney, Bausch & Lomb, Oprah Store, Experian, and Hard Rock Hotel
- Formulated brand integration strategy for Starz Media
- Secured a contract with special format theater developer to provide capital for digital technology
- Performed business development, fund-raising, and real estate services for theater company
- Supported the drafting, creation, and distribution of documents and marketing materials for \$30MM private offering

Experience

- 2014-present **Renewage, Inc. Culver City, California**
National Sales Manager
- Manage business development and sales targeting commercial real estate property owners and property management companies
 - Provide sustainability and energy efficiency technology and software consulting and implementation solutions
- 2010-present **Cleantech Press, Los Angeles, California**
Publisher and Editor-in-Chief
- Cleantech Press is an online publisher bringing together the insight into the Cleantech growth opportunities in Los Angeles and the international community shaping the cleantech economy.
- 2010-present **Leadmatching.com & ScreenPerks.com, Santa Monica, California**
Founder / President
- Monitor all facets of daily operations and direct the expansion of this lead generation, media, and marketing strategy company including client cultivation, sales and marketing, risk management, cost and budget management, contract negotiations, and infrastructure development.
 - Built financial backbone and company infrastructure to assure a faultless connection to other operations
 - Implement realistic and comprehensive long and short range business plans, and offer vital leadership by finding business gaps/needs and develop cost effective plans to address those gaps
 - Interact and negotiate with third parties to increase cost effectiveness and influence quality of services performed
 - Provide advisory services, solutions and advice to brand advertisers, agencies, and marketing partners; integrate online and offline marketing plans for start up and Fortune 1000 media, technology, entertainment, real estate, finance companies; offer a branded platform for advertising, coupon distribution, customer acquisition for online, mobile, and interactive touch screen kiosk network located at retail locations
- 1984-present **Turner Marketing Group, Santa Monica, California**
Founder / Principal
- Direct marketing and sales efforts for corporate clients, creating consumer products, B2B marketing initiatives, sales training materials, and synergistic branding programs
 - Develop packaging, in-store POS materials, signage, and guidelines for consumer product clients
 - Create and implement licensing proposals and negotiate agreements with third parties; craft and facilitate overall marketing strategies - positioning, promotions, and strategic sales tactics
 - Design trade show initiatives, booth display layouts, ad placement strategies, and buyer incentive programs
 - Appoint, train, and create in-house and outside creative teams chargeable for print ads, sell sheets, catalogs, brochures, newsletters, press kits, videos, internet, and direct response fulfillment
 - Generate marketing plans for investment product syndication and equity capital fundraising; negotiate contracts with investment professionals, financial planners, and insurance brokers
 - Formulate and maintain strategic relationships for clientele and high profile non-profit organizations
- 1982-1984 **Premex, San Diego, California**
Account Executive
- One of 12 registered commodities advisors hired and trained from a pool of over 500 applicants
 - Top 5% sales producer in company; second among Account Executives in acquiring new accounts
- 1980-1982 **American Publishers, San Diego, California**
Account Executive
- Designed new advertising programs for firms seeking US military, university, and resort advertising spend
 - Increased advertising sales for projects, completing all on time for publishing and delivery of publications
- 1978-1980 **Scott Paper Company, Woodland Hills, California**
Sales Representative
- Developed new corporate and distributor business for Fortune 500 corporation
 - Serviced existing corporate and distributor clients, including Disney, Century City Twin Towers, and Kent Landsberg

Education and Qualifications

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| 1993 | University of California Los Angeles
<i>Executive Program</i> | Entertainment Financing and Production |
| 1978 | San Diego State University
<i>Bachelor of Science</i> | Marketing and Business Administration |

Additional Information

- Memberships: Rotary Club of Los Angeles, Los Angeles Sigma Chi Los Angeles and San Diego State Alumni Association
Skills/Licenses: Microsoft Office / CA Real Estate license