

JACK RAYHER

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<http://www.webprofile.info/jrayher/>

VP OF MARKETING / VP OF PRODUCT MANAGEMENT

Direct Marketing / Consumer Products / Business to Business / Advertising

Marketing executive with comprehensive experience in direct marketing management for multi-channel merchants and strategic marketing initiatives. Known for developing and implementing expansion and market penetration strategies. Proven track record of success in business analysis, tactical strategic planning, negotiations, and gross profit improvement initiatives, which greatly accelerate sales and bottom-line profits. Visionary, goal-oriented, and conceptual thinker able to generate new ideas and initiate change. Effectively turned around underperforming business units in fast-paced, dynamic, and diverse environments.

CORE LEADERSHIP COMPETENCIES

- Advertising
- Aggressive Marketing Strategies
- Strategic Planning
- eCommerce / Online Marketing
- Strategic Partnering
- Business Development & Growth
- Direct Sales
- Product Development / Management
- P&L Accountability
- Marketing Research / Analysis
- Business Turnarounds
- Account Management

PROFESSIONAL EXPERIENCE

Sherman Specialty, Jericho, NY 2008 – 2009
COO / General Manager

Direct marketing/sales company specializing in party supplies, toys, and advertising specialties for the dental, restaurant and party markets grossing \$20+ million in annual sales and employing 90 people.

Responsible for all aspects of the business including P&L accountability. Managed Long Island office and Albany, NY warehouse. Supervised eight direct reports.

Selected Achievements

- Increased profitability by reallocating marketing and sales resources into more effective programs including affiliate, e-mail, and search engine marketing.
- Developed new systems and procedures to better track and manage the company's five businesses.
- Significantly reduced costs by moving banner printing and pad printing operations in-house.

Adirondack Direct, Long Island City, NY 2005 – 2007
President / CEO

Institutional furniture direct marketing company grossing \$31 million in annual sales and employing 60 people.

Directed day-to-day marketing function of furniture sales and rental divisions. Managed P&L, increasing corporate revenues and leading cost-effective initiatives. Supervised 10 direct reports.

Selected Achievements

- Added \$1 million to corporate bottom line through planning and implementing sales initiatives and cost-saving measures.
- Provided 35% increase in rental revenue and 40% gross profit increase through synergistic diversification including purchase of a party rental company, integrating a new entity and providing additional revenue streams.
- Devised eCommerce Web sites and Internet marketing capabilities for catalog and rental divisions. Utilized banner ads, search engine optimization, pay-per-click advertising, and e-mail campaigns.
- Customized corporate brand positioning for furniture sales division, increasing response to marketing programs.

MSC Industrial Direct, Melville, NY 1997 – 2005
Marketing Director – Enco Division

One of the nation's largest direct marketers of industrial supplies and equipment, supplying 350,000 customers and offering 500,000+ industrial items from 2,500 suppliers. Enco direct marketing division contributes annual sales of \$50 million to \$1.3 billion total sales.

Administered marketing function, Internet business generation, and in-house advertising function for the Enco division. Led production and circulation departments. Oversaw P&L of monthly sales catalogs, package stuffers, magazine ads, card decks, trade shows, e-mail marketing, and corporate Web site.

Selected Achievements

- Led 100% increase in division’s sales through expanded customer base and increased average order size.
- Reduced costs by targeting the most responsive customer segments.
- Conceptualized and created company’s Web site aiming to secure online buyers through search engine marketing and optimization. Grew Internet revenue to 35% of sales.

1-800-Mattress, Long Island City, NY

1995 – 1997

Director of Marketing

\$60 million bedding telemarketing operation.

Managed advertising, promotions, distribution, market research, database marketing, Internet marketing, and public relations. Supervised agencies and staff of five.

Selected Achievements

- Led cross-marketing campaign partnering with Broadway production, “Once Upon a Mattress,” improving customer awareness, increasing sales 8%, and increasing average transaction \$300.
- Spearheaded campaign to open retail establishments, teaming with furniture stores to display mattresses within bedroom furniture areas, capturing in-store purchasers, and leading to opening of corporate retail stores.
- Appended customer demographic/lifestyle data to better identify, profile, and target key customer segments.
- Increased sales 25% by redirecting marketing expenditures to more creative, effective promotions.

1-800-Flowers.com, Carle Place, NY

1993 – 1995

Director of Market Research and Direct Marketing

Internet company selling fresh flowers, plants, gift baskets, and gourmet foods from its toll-free number, several Web sites, 125 million catalogs, and 95 franchised and 10 company-owned shops. Annual sales exceed \$900 million.

Supervised all direct marketing activities including catalogs, outbound telemarketing campaigns, list brokerage, database analyses, and customer service surveys.

Selected Achievements

- Generated \$2 million revenue through increased response rate to catalogs by implementing predictive modelling.
- Created frequent buyer programs, increasing customer-purchasing frequency 50%.
- Measured customer satisfaction and quickly incorporated corrective actions to maintain customer loyalty.
- Captured local delivery business utilizing name recognition and designating local New York flower shop 1-800-Flowers. Retail business in shop doubled within one year.

Newsday, Melville, NY

1992 – 1993

Marketing Manager

Long Island newspaper publisher grossing \$60 million in annual sales and employing 1,000+ people. In business since 1940, the corporation has won 17 Pulitzer prizes for journalism.

Coordinated marketing efforts of circulation, advertising sales, community affairs, and editorial departments.

Selected Achievement

- Created value-added promotion for grand opening of Queens K-Mart, leading to a major advertising contract.

ADDITIONAL WORK HISTORY

Citicorp POS Information Services, Stamford, CT

VP, Database Marketing Services

N W Ayer, New York, NY

VP, Account Supervisor

General Foods, White Plains, NY

Associate Product Manager

EDUCATION

M.B.A. (Consumer Behavior and Industrial Psychology), Baruch College, New York, NY

B.A. (Psychology), St. Francis College, Brooklyn, NY