

# ROBERT (BOB) POSCH, JR.

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## SENIOR VICE PRESIDENT / LEGAL EXECUTIVE / CHIEF PRIVACY OFFICER

*General Corporate Law / Regulatory & Government Affairs / Advertising & Marketing Law*

Bottom-line focused attorney with unique professional career in creating marketing and business development strategies to drive forward innovative projects, cost-effective programs, and corporate business ventures. Innate ability to motivate and empower teams to accomplish objectives and solve complex legal and business issues.

Change agent with impeccable record in litigation prevention, aggressive tax policy, and no EEO/OSHA losses. Conducted extensive and successful negotiations with diverse state, regulatory and tax authorities. Extensive knowledge of legal and business issues impacting domestic, international, and emerging business markets.

### Core Qualifications

- Anti-Trust Legalities
- Regulatory Compliance
- Contract Negotiations
- Contract Administration & Management
- Government & Legislative Affairs
- Community Affairs & Relations
- Intellectual Property
- Copyrights & Trademarks
- EEOC Compliance

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## CAREER ACHIEVEMENTS

- No senior manager deposed in 30 years
- No fines for 30 years
- No lost tax audits
- No employee to trial in 17 years
- No EEO/OSHA losses

Skilled in conducting comprehensive and successful negotiations with FTC, USPS, OSHA, EPA, EEOC, and other federal/state regulatory and tax authorities.

## PROFESSIONAL EXPERIENCE

**Bookspan**, Garden City, NY

2000 – 2007

*Partnership between Bertelsmann AG and Time Warner, Inc.*

### SENIOR VICE PRESIDENT OF LEGAL, GOVERNMENT, & POSTAL AFFAIRS

Directed all general counsel activities involving law, taxation, lobbying, and cost center work. Member of senior management team providing practical business solutions in tax, finance, manufacturing, operations, and human resources. Elected by Board to Chief Privacy Officer, Chief Compliance Officer, and Secretary of the Board. Actively worked with CEO, CFO, and outside audit firms on Sarbanes-Oxley compliance and privacy policy, along with website design relating to privacy policy.

### Selected Accomplishments

- Created billion-dollar partnership model between two direct competitors (Time and Bertelsmann) utilizing innovative legal strategy to avoid antitrust exposure.
- Devised multimillion-dollar exemption resulting in 30% to 40% advantage over competition.
- Expanded savings through lobbying efforts to more than \$100 million annually in USPS costs. Developed and executed first baseline letter agreement in direct marketing history. Additionally worked through antitrust issues in selling audio business and buying competitor's book business.
- Created and implemented strategy to restructure Bookspan for tax and flexibility purposes into three distinct companies: YES Solutions (distribution/service); Doubleday Entertainment (direct marketing/audio rights); and Madison Park Press (Publishing) under holding company of Bookspan.
- Key player in redesign of emergency response plan, mitigating potential risk from internal / external factors.
- Protected \$1 billion operation through successfully managing, executing, and maintaining all legal programs.

*Continued*

**DDirect, Inc.**, Garden City, NY

1992 – 2000

**VICE PRESIDENT OF LEGAL, GOVERNMENT, & POSTAL AFFAIRS (GENERAL COUNSEL)**

Created unique, integrated legal solutions in intellectual property rights, enhanced database security, acquisitions and divestitures, telecommunications law, computer hardware/software agreements, credit, advertising, and real estate law, database marketing (including privacy in all media), and other areas of corporate law.

**Selected Accomplishments**

- Successfully steered two important deals through Monopolies Commission resulting in enhanced profitability and flexibility of U.K. business.
- Initiated aggressive tax policy and consistently cut operational costs, enhanced sales, and ensured firewall defense against audits.
- Created intellectual property strategy and negotiated rights protection that transitioned the business from primarily print to multi-channel marketing, protecting all copyright, trademarks, and trade secrets.
- Provided demographic data and input to market more effectively to new and existing segments, resulting in the creation of second largest profit center.

**Doubleday Book & Music Clubs, Inc.**, Garden City, NY

1987 – 1992

**VP LEGAL AFFAIRS (GENERAL COUNSEL)**

Led all general counsel activity for firm and all lobbying at state, federal, and local levels.

**Selected Accomplishments**

- Saved \$2 million in first year, which grew to \$20 million annually, through initiatives in negotiating and implementing USPS regulation changes.
- Recognized by CEO of Bertelsmann AG Worldwide for special commendation of turnaround efforts, received stock award for unique contributions to company.
- Instrumental in enacting flextime policy leading to cost savings and employee retention.

*Previous Experience*

**ASSOCIATE COUNSEL, DOUBLEDAY & COMPANY**, Garden City, NY

1975 – 1987

*Materially impacted bottom-line performance through creation of profit preservation center to augment adverse state and federal bills. Leveraged relationships with outside firms with overall contribution to common interests.*

## PUBLICATIONS

Author of 5 books on business law and consumer marketing and 300+ other articles published in trade or professional journals on law, taxation, postal, and business.

## LEADERSHIP & PRESENTATIONS

Frequent industry representative, most recently speaking before Postal Rate commission on behalf of United States' first national service agreement. Conduct numerous ongoing presentations at colleges and trade groups.

Elected to Executive Board of Long Island Better Business Bureau.

## EDUCATION

**M.B.A. IN MARKETING**

**Hofstra University**, Hempstead, NY

*Beta Gamma Sigma (Top in MBA Class) / Alpha Mu Alpha (#1 in Marketing)*

**JURIS DOCTORATE**

**Hofstra University**, Hempstead, NY

**BACHELOR OF ARTS, GOVERNMENT**

**Manhattan College**, Bronx, NY