

Christian Doering

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Professional Objective

Creative opportunities to make a positive impact by using my strategic, conceptual and communication skills.

Executive Summary

An M.B.A. marketing leader with a strong track record of bottom line contribution via:

- identifying differentiating factors, market needs and the matchups that create opportunities
- identifying key performance factors and how to communicate their benefits
- clarifying core values & messages
- spearheading integrated communications programs
- guiding and counseling team members.

Education

M.B.A. with Distinction, Edinburgh Business School, Edinburgh, UK 1999

B.A. English, Harvard University, Cambridge, MA 1971

Professional Experience

Principal Consultant, 2001 –

Me, Ink LLC, Portland, OR

- Planning & executing global promotional programs to launch products & re-energize brands
- Providing creative services and market research to large and small technology companies including Autodesk, Adobe, eEye Digital Security, Harman International (AKG), QSC, EtherSound, Audinate, Millennia Media, Renkus-Heinz, LOUD Technologies (Mackie/EAW), NEXO and Rane

Marketing Director, 2000 – 2001

United Entertainment Media, San Mateo, CA

- Positioning and launching the Music Player Network by designing and summarizing three reader surveys, conceptualizing, writing and supervising production of five media kits, planning and implementing a trade show launch program including promotional giveaways

Marketing Director, 1998 – 2000

Renkus-Heinz, Foothill Ranch, CA

- Revitalizing a niche loudspeaker brand with integrated paid and free print, direct mail, Web site and trade show promotional activities
- Identifying and supervising a co-marketing partnership opportunity with VH-1
- Contributing to double-digit revenue growth

Vice President, Strategic Marketing, 1993 – 1998 Eastern Acoustic Works, Whitinsville, MA

Promoted from Marketing Director to Vice President for:

- Contributing to 700+% growth in revenue while reducing promotional expenses as a percentage of sales by effective management of \$1.5 million promotional budget
- Building and managing a team of nine creative/tactical professionals in graphic design, copy, Web and interactive electronic media, trade show events
- Formalizing the company's strategic planning process
- Defining a powered loudspeaker product and managing technology partner relationships

Vice President & Creative Director, 1988 – 1993 Media/Scan, New York, NY

- Building an ad agency from three to six people by growing billings and acquiring new clients
- Developing print, television and radio promotions for audiovisual technology clients including Eventide, Harris/Allied and EAW

Copywriter, 1982 – 1988

Steven Ross & Associates, New York, NY

- Developing campaign concepts and writing copy for Lexicon, Celestion, Yamaha, Korg, Marshall, dbx
- Contributing to a doubling of staff and billings

Freelance Editor/Journalist, 1978 –

- Feature articles and columns published in *Rolling Stone*, *Musician*, *Sound & Video Contractor*, *Systems Contractor News*, *ProAV*, *MI Pro*, *Audio Pro*, *prosoundweb.com*
- Edited *International Musician & Recording World*, *College Musician*, *ethernetworking today*

Activities/Interests

Jazz guitar; Tennis; Hiking; Web 2.0 {PHP, Ruby on Rails, Ajax}