

LARRY STEVEN LONDRE
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Marketing Executive with expertise in creating media, marketing, sales, collateral programs and expert witnessing. Introduced campaigns that translated strategic marketing plans into tactical sales actions -- driving revenue growth, expanding market penetration, achieving dominant market share, maximizing brand equity and capitalizing on market opportunities.

Recognized strengths in establishing and maintaining executive-level client and strategic partner relationships. Strong conceptual / analytical skills, ability to identify new market segments. Participative leader with excellent skills in cross-functional teambuilding, motivation, quality performance and productivity improvements. MBA in Marketing. Active board member of the Advertising Club of Los Angeles from 1983 - 2006, which merged into thinkLA.

Selected list of companies worked for or with: DIRECTV, GE Capital, Vons Grocery, The Music Center of Los Angeles, Bell Atlantic/Verizon, SBC, Disney, Alliance Environmental Group, Ritter Pharmaceuticals/Lactagen, Barr Engineering, DHX - Dependable Hawaiian Express, Sheraton Hotels and Resorts, SPNB, Bank of America, Beverly Hills Savings, RKO, NME, BMI, Beverly Hills Courier/San Marino Tribune/Herald Tribune, Applause, the University of Southern California.

Public Service Organizations served: Advertising Club of Los Angeles, Advertising Industry Emergency Fund, Los Angeles Fire Department, California Special Olympics, Partnership for a Drug Free America, Town Hall, L.A. Downtown Marketing Group, LACVB, Westwood Hills Property Owners (Homeowners) Association.

Marketing, Advertiser and Business Strategies Lecturer/Senior Lecturer/Instructor: University of Southern California (Marshall School of Business and Annenberg School For Communication), California State University Northridge (CSUN), Loyola Marymount University and Pepperdine University.

PROFESSIONAL EXPERIENCE

LONDRE MARKETING CONSULTANTS, LLC; MARKETING/EXPERT WITNESS SERVICES **Los Angeles, CA**

2001 - Present & 1994 - 1997

Independent Marketing Consultant

Provide expertise in marketing campaign strategy, new business development, rollouts, advertising, collateral programs, expert witnessing, market penetration, Internet and web marketing, website development, and effectively identifying marketing opportunities for local and national business organizations.

Clients have included: GE Capital-ResCom (subsidiary of GE); USC Annenberg School For Communication, Alliance Environmental Group; Barr Engineering, Inc.; Getty Museum; Cedars-Sinai; DHX-Dependable Hawaiian Express; Saturday Night Magazine; Ritter Pharmaceuticals, Shimahara Illustration; Shimahara Graphics, and others.

For 35+ years, taught in undergraduate and graduate programs at the University of Southern California (Annenberg School For Communication and Journalism and Marshall School of Business), CSUN (California State University, Northridge), Loyola Marymount and Pepperdine University. Guest lecturer at UCLA, Graduate School of Television, Film and Digital Media, "Trends in Television and Emergence of Multiplatform Media," and USC Marshall School of Business.

My courses have included:

- **MBAM 659** and **MBAM 660**: Business Strategies Development, Execution and Implementation (Final, capstone classes in the MBA program at Pepperdine)
- **MBFE 658**: Strategic Marketing
- **MKT 653**: Integrated Marketing Communications (IMC)
- **MBAM 619**: Business Strategies and Implementation
- **COMM 599**: Global Communication
- **COMM 542**: Business Strategies for Entertainment and Communication Companies
- **COMM 541**: Integrated Media and Communication Strategies
- **GSBA 528**: Marketing Management
- **MKT 440**: Integrated Marketing Communications
- **JOUR 340**: Introduction to Advertising
- **BUS 307**: Marketing Management
- **MKT 304**: Marketing Management
- **MKT 100**: Conceptual Foundations of American Enterprise

Most recently, I taught spring semester, 2010 concurrently at University of Southern California (USC) and California State University, Northridge (CSUN). Will teach fall 2010 at USC.

DIRECTV, El Segundo, CA

1997 - 2001

Entertainment / Communications Company

MARKETING DIRECTOR, Special Markets and Strategic Partnerships

Created, orchestrated marketing programs, strengthen product positioning, improved marketing, established corporate partner/alliances, planned strategies and promotional tactics. Built marketing team that capitalized on talents and strengths; hired, trained, mentored, and motivated team.

- Competitively positioned company in several market segments by increasing customer base by 40% through marketing partnerships with Verizon/Bell Atlantic, Quest/US West, GTE, SBC/PacBell, and others.
- Instrumental in achieving a 43% increase in sales and more than 200 third-party programs by securing and managing a major sales program targeted to residential, multi-family dwellings, hospitality, and private offices.
- Benchmarked highly effective 25-piece collateral marketing and advertising program for MSOs and key accounts, including nine-part "right-of-entry" sales kit. Designed and implemented simplification program for new dealers.
- Dramatically increased private office acquisitions by 321% and multiple dwelling units by 8.7%.
- Teamed with advertising firms to create television, radio, print and online media marketing campaigns.
- Executed innovative trade show and co-op programs with 80 different partners. Acknowledged as "Partner of the Year" from Private Cable and Wireless Cable Magazine (1999).

The Music Center / The Performing Arts Center of Los Angeles

1988 - 1994

Music Center of Los Angeles - Dorothy Chandler Pavilion, Mark Taper Forum, Ahmanson Theatre and Education Division

VICE PRESIDENT OF MARKETING & COMMUNICATIONS

Award-winning leadership of marketing, promotion, public relations, advertising, fundraising, community access programs, special events, direct mail and collateral materials. Spearheaded planning and events for 25th Anniversary celebration. Won eight PRSA and Publicity Club Awards including "Best Southern California Program," 1991 and 1992.

- Moved organization from passive reactive model to proactive marketing model by changing corporate vision which resulted in motivating executive team and staff.
- Important gains achieved, increasing annual fundraising by 7.3% and retail store sales by 450%.

- Innovative creation of LA Alive!, Dorothy Chandler Awards, Spotlight, Viva Las Artistas and TGIF Concert Series and fundraising events.
- Lead by example, set high personal standards, built relationships, team value for win-win results.
- Maximized presence of Education Division's live arts programs, developing all aspects of program for heightened appeal and attraction to 1.2 million students throughout Southern California.

Grey Advertising/Grey Entertainment & Media, Los Angeles, CA
Internationally recognized advertising agency

**1975-1980,
1981-1983, 1987-1988**

VICE PRESIDENT-MANAGEMENT SUPERVISOR

1987 - 1988

VICE PRESIDENT, ACCOUNT SUPERVISOR, SENIOR ACCOUNT EXECUTIVE, A. E. 1975 - 1983
Aggressive leadership with broad-based marketing responsibilities for national, regional and local entertainment, retail, and public service accounts. Fast track promotions of increasing responsibility to VP-Management Supervisor; Hand-picked to plan and execute multimedia marketing programs.

- Increased four-year market share from 11.9% to 17.3% by creating and designing marketing and store opening campaigns for Vons Grocery Co. Spearheaded 73 television spots plus expansion into new, out-of-state markets.
- Maximized exposure of Showtime Cable Network and RKO Video/Pictures by designing national advertising and promotions campaigns.
- Earned reputation for top-notch design of marketing and media promotions for ABC Television Network.
- Implemented creative marketing programs with vision and strategy for expansion of existing and new services for Southern California Edison.
- Achieved record-breaking fundraising dollars and involvement of highly public figures by developing high-quality public service advertising and event marketing for the California Special Olympics.

Abert, Newhoff and Burr – Los Angeles, CA

1983 – 1987

SENIOR VICE PRESIDENT

National, regional and local multimedia accounts at nationally recognized advertising agency.

- Created and designed advertising for 14 Sheraton Hotels and Resorts surpassing all existing sales figures on hotel occupancy and won the 1985 "Agency of the Year" award from ITT Sheraton.
- Designed and created advertising for Beverly Hills Savings, National Medical Enterprises (19 hospitals and an HMO), RKO Video/Pictures.
- Created and developed award winning "There's Nothing Cool About Fireworks" anti-fireworks program for the Los Angeles Fire Department. Saved approximately \$30 million in property damage. Won Belding, Clio, California League of Cities, and other awards. Continued participation with the Fire Department program for 14 years, through 1998.

Security Pacific Bank – Los Angeles, CA

1971 - 1975

Marketing Officer

Responsible for creating, implementing and executing regional and community marketing programs.

PROFESSIONAL TEACHING EXPERIENCE:

SENIOR LECTURER/INSTRUCTOR, ADJUNCT FACULTY, LECTURER

1975 - Present

For past 35 years, have taught many subjects including Marketing Management, Business Strategies for Entertainment and Communication Companies, Advertising, Promotion, Integrated Marketing (IMC) and others in the graduate and undergraduate programs at the following schools and/or departments.

University of Southern California (includes Marshall School of Business, USC Annenberg School for Communication and Journalism), Pepperdine University, California State University, Northridge (CSUN), Loyola Marymount University.

Guest lecturer at UCLA, Graduate School of Television, Film and Digital Media, "Trends in Television and Emergence of Multiplatform Media," and USC Marshall School of Business. Presently teaching at USC and CSUN in spring 2010.

Have conducted Marketing and Business Strategies Classes/Seminars in USA and Shanghai, China.

EDUCATION:

Master of Business Administration - Marketing, University of Southern California, Los Angeles (Dean's List) January, 1974

Bachelor of Science in Business Administration - Marketing, University of Southern California, Los Angeles (Dean's List) May, 1971

ONGOING PROFESSIONAL DEVELOPMENT:

- USC's Teaching with Technology Conference: Collaborative Networks (2010)
- TEDxUSC "Ideas Empowered" Conference (2010)
- USC Global Conference, Taipei, Taiwan (2009)
- USC's Teaching with Technology Conference: The Power of the Edge (2009)
- Media Morphosis, Evolving Media (2009)
- USC Global Conference, Tokyo, Japan (2007)
- USC Pacific Rim Executive Education Program, Seoul, Korea (2004)
- USC Advanced Management Program (1995)
- USC Modern Marketing Program (1994)
- Town Hall Executive Series, "Leaders Talking to Leaders" (1989)
- Claremont Graduate University's Advanced Management Program (1983)

AWARDS, ACKNOWLEDGMENTS:

- "Polished Apple" Award Recipient (2008 and 2006), honoring commitment to students at California State University, Northridge (CSUN)
- Nominated USC Parents Association Teaching and Mentoring Award (2006)
- Outstanding Citizen Award (1993), Los Angeles City Council ("There's Nothing Cool About Fireworks")
- Distinguished Professor (1999) California State University, Northridge
- Extraordinary Service Award (1993), Wilshire Chamber of Commerce
- Awards for Best Community Program (1991 & 1992), Publicity Club
- Award from California League of Cities (1991)
- Belding Award (1990), Advertising Club of Los Angeles
- PRSA Award (1990)
- Joseph Roos Community Service Award (1990), Public Relations Society of America

ARTICLES PUBLISHED:

Have authored Business Section (front page) articles which appeared in the Los Angeles Daily News, on www.dailynews.com and www.csun.edu/busecon/. Plus articles published in Advertising Age on Internships and in Adweek on creativity and slogans.

- "How to Create a Marketing Strategy." 08/28/09
- "Product Placement, a Big Part of Media." 09/29/2009
- "Develop a Game Plan for Pricing Decisions." 06/02/09
- "Advertising Around the Globe Subject to Nip/Tuck/Enhance." 01/13/09
- "Census is a Crucial Tool for Marketing." 08/25/09
- "Americans Still Count the Penny." 11/11/08
- "Super Bowl Ads: Were They Worth the Millions." 02/02/09

- “Mother’s Day a Triumph of Marketing.” 05/05/09
- “Precision Pays Off in Advertising Strategy.” / “This Space for Rent.” 07/21/09
- “2010 Census as a Marketing Resource.” October, 2009 Newsletter of FEWA, A Professional Association of Consultants Providing Expert Services

PROFESSIONAL ASSOCIATIONS:

- Board Director - Advertising Club of Los Angeles (1983 – 2006)
- Board Director/Executive Board Member/Member – Advertising Industry Emergency Fund (AIEF) (1975 – Present)
- Board Director/V.P. - Westwood Hills Homeowners Association (WHPOA) (2003 – Present)
- Chair, 50th Anniversary Celebration of Westwood Hills (WHPOA) at W Hotel (9/14-15/2008)
- Chairman, Advertising Club of Los Angeles, Summer Internship Program (1983 – 2006)
- Media Captain, Partnership for a Drug Free America
- Advisory Board of Directors, California Special Olympics
- Member, thinkLA, evolved from Advertising Club of Los Angeles (2006 – Present)