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## Snapshot

Proven leadership in the integration of all aspects of the marketing mix. Classically-trained, results-driven, strategic thinker with expertise in innovative marketing. Over twenty years of corporate and agency experience in diverse packaged goods, entertainment and service products. Regional & National, sales, sales promotion and marketing experience. A conceptual thinker who is also: resourceful, intuitive, self-motivated, flexible, organized and empowering.

Well-versed in all consumer & trade promotional techniques in all media: strategic alliances; sponsorships; website/landing page development; tours; sweepstakes; rebates; couponing; contests; direct marketing (mail, email, telemarketing); telemarketing; sales incentives. Online (banners, search, email); Print (magazines, FSIs, newspaper); Outdoor (billboards, transit, wildpostings); Video (broadcast, cable); Radio.

## Education

Princeton University, AB cum laude, Sociology, 1985  
Senior Thesis Topic: "The Role of Popular Music in America 1894-1984"

## Entrepreneurial Experience

**4/00- Present**            **BIG ROCKS A MARKETING COOPERATIVE, Marblehead, MA**  
**Founder**

Offering clients my personal freelance services as well as the more robust offerings of the Cooperative. The Cooperative is an affiliation of senior professionals with expertise in all facets of marketing. A virtual organization with access to the appropriate "thoughtware" to provide full-service solutions.

## Entertainment Experience

**9/90- 1/00**            **SHOWTIME NETWORKS INC., A Viacom Company, New York, NY**  
**Vice President, Business Development – 7/98-1/00**

**Responsibility:** Create, test and launch new channel concepts to protect and improve SNI's competitive position in the market. Develop product strategy to ensure share of voice in the emerging digital environment. Write marketing plans for channel launches both domestically and internationally. Identify opportunities in new media and interactive technologies to broaden SNI's relationship with consumers.

### Accomplishments:

- \* Developed marketing and publicity plan resulting in successful launch of Showtime Extreme in Spain
- \* Spearheaded interdepartmental team responsible for the development of SNI's overall product strategy in the emerging digital market
- \* Wrote strategic and positioning documents for two new plexes: Showtime Beyond and SHO Next, aGen Y targeted web site and channel

**Vice President, Marketing Department, Showtime Networks – 8/97-6/98**

**Responsibility:** Special projects for the EVP Corporate Marketing and Communications focusing on cable marketing strategy for SNI's flagship brands Showtime and The Movie Channel. Liaison between marketing and business development.

**Accomplishments:**

- ♣ Developed innovative video case study series about SNI to support five text books from Viacom sister-division, Prentice-Hall
- ♣ Expanded SNI relationship with Viacom parent company, National Amusements, including talent relations, in-theatre promotions, and creative development of new "Feature Presentation Lead-in"
- ♣ Managed SNI sponsorship of the Nantucket Film Festival: Provided leadership, business acumen and mentoring as a means of leveraging a minor cash contribution into a major sponsorship

**Vice President, Marketing, Sundance Channel – 12/96-7/97**

**Responsibility:** Establish overarching marketing strategy for Sundance Channel. Integrate and supervise all consumer and trade marketing and publicity communications. Develop organization, staff and processes to support channel for year two of operation and beyond. Supervisory responsibility for one vice president, one executive director, one director, one coordinator.

**Accomplishments:**

- ♣ Reorganized marketing group to better accomplish goals
- ♣ Created long term alliance with Starbucks Coffee Company
- ♣ Secured Absolut Vodka as charter advertiser for new publication

**Vice President, Consumer Promotion & Planning – 4/96-11/96**

**Responsibility:** Develop a strategic planning group charged with identifying ways to enhance all SNI brands through promotion, licensing, merchandising, intra-Viacom opportunities as well as non-traditional marketing. Cross-functional responsibilities require working with all areas of the organization (e.g., Programming, Sales, Creative, Marketing, Communications, Legal) to achieve goals. Supervisory responsibility for one director, three managers, one intern.

**Accomplishments:**

- ♣ In 2+ years took SNI's promotion department from "one off" sweepstakes and tie-ins to a fully integrated promotion services group responsible for developing annual promotion plan for all core national brands (Showtime, The Movie Channel, Flix). Additionally, developed specific promotions for direct-to-home and pay-per-view divisions.
- ♣ Developed sponsorship package for Seagram Americas in support of pay-per-view and Showtime Championship Boxing
- ♣ Initiated book reprints for Showtime Original Pictures based on previously published books (e.g., Jack Higgins franchise, Shadow Zone series, Homecoming)

**Director, Event & Promotion Marketing Group – 4/95-4/96**

**Responsibility:** Annual promotion planning for all SNI brands--Showtime, The Movie Channel, Flix--across all distribution channels--cable, dbs, c-band, wireless, telco, etc. Develop sponsorship and local marketing opportunities for all pay-per-view events. Create licensing and product placement businesses for Showtime Original Pictures and Series. Supervisory responsibility for promotion and event marketing teams including one director, two managers, four coordinators (one full time and 3 freelance).

**Accomplishments:**

- ♣ Initiated first ever marketing campaign in conjunction with product placement in a Showtime Original Picture: *Ruby Jean & Joe* starring Tom Selleck and Jo Beth Williams
- ♣ Created synergistic promotions with other Viacom companies including: MTV, VH1, Blockbuster, Paramount, Nickelodeon Movies

### **Director, Promotion – 1/94-4/95**

**Responsibility:** Identify strategic marketing initiatives; create innovative, incremental, national marketing campaigns to support. Negotiate cooperative programs with targeted partners leveraging networks' strengths. Produce sell-in materials, track programs and analyze results. Manage departmental resources including agencies, freelancers and Promotion Department staff (two managers and a coordinator).

#### **Accomplishments:**

- ♣ 1994 and 1995 campaigns generated in excess of 3.5 billion impressions; average cost/benefit ratio of 1:9
- ♣ Created integrated promotion plan in support of Showtime Original Series *Rebel Highway* and companion soundtrack CD and home video collection
- ♣ Developed the most successful original programming campaign (*The Outer Limits*); tactics included post cards, :30 tune-in spots, :60 sweepstakes spots, :60 radio spots and print ads
- ♣ Initiated technology-driven marketing campaigns with Paramount Interactive, Simon & Schuster Interactive and StarSight (interactive on-screen television guide)
- ♣ Developed promotional overlays delivered on the Web

### **Regional Sales Director – 6/93-12/93**

**Responsibility:** Managed Field staff (five Account Managers, one Affiliate Coordinator) and business operations for the largest market in the country (NY Metro area and NY State). Responsible for overall Affiliate relations, marketing campaign sell-in, business analysis and customer relations. National Account responsibility for two top 100 MSOs.

#### **Accomplishments:**

- ♣ Negotiated the first ever local TV campaign with the NY Co-op
- ♣ Instituted streamlined operational procedures for tracking qualitative data gathering

### **Regional Marketing Director – 9/90-6/93**

**Responsibility:** Developed, sold-in and implemented local marketing activity (e.g., direct mail, event marketing, radio promotions) for Northeast Sales Region. Coordinated training efforts including the establishment of Regional objectives and "train the trainer" program. Direct supervisory responsibility for Regional Marketing and Training staff (five full-time, five part-time).

#### **Accomplishments:**

- ♣ Successfully developed, sold-in and implemented innovative regional promotions for Showtime & The Movie Channel including:
  - ♣ Sealtest Summer 93--2.4m incremental mail pieces, 27m circ FSI and 1.1m promotional ice cream packages
  - ♣ Holiday Inn 1Q 92--600k incremental mail pieces and 500k in-hotel take-ones
  - ♣ The Movie Channel Challenge VideoVan awareness and sampling campaign Summer 92--230k sampling impressions and 245k mail pieces--single market

### **Classical Packaged Goods Experience – Two Leading Agencies**

**8/88- ASSOCIATED MARKETING GROUP, New York, NY**

**8/90 Account Manager**

AMG was named "Agency of the Future" by *Adweek's Marketing Week* (May, 1990) for its innovative creative work and emphasis on the integration of all promotional tactics within a strategic framework.

**Responsibility:** Managed client activity and profitability. Sales promotion planning for brands including EQUAL, Ocean Spray new products, Perrier & Ghirardelli. Strategic and creative problem solving (consumer, sales and trade); program sell-in and refinement; project implementation, including: copy, art, print production; audio and video production; long-term, retainer-based consulting assignments.

**Accomplishments:**

- ♣ Developed equity promotion for Palmolive Automatic Dishwasher Detergent with Royal Dalton China
- ♣ Created first point-of-purchase promotion for Perrier in cans introduction
- ♣ Instrumental to growth of AMG, delivering four clients to the firm: Perrier, Ghirardelli, Citicorp POS Information Services and Block Drug Company
- ♣ Developed job tracking system to measure account profitability

**3/86-8/88 AMERICAN CONSULTING CORPORATION, New York, NY  
Associate Account Manager**

ACC was the number one Promotion Agency as ranked by *Advertising Age* (1987-1988)

**Responsibility:** Researched and evaluated market data, including: SAMI, Nielsen, Menu Census reports. Wrote industry overviews; competitive analyses; market evaluations and selected test sites. P&L development, sensitivities and national build scenarios. Creative development and fine-tuning. New product launches. Field marketing zone management. Executed sales promotion and merchandising campaigns.

**Accomplishments:**

- ♣ Launched Ghirardelli baking products first in-store display including sampling of warm cookies resulting in three new west coast grocery chains carrying the products
- ♣ Responsible for implementation of award-winning promotion--Take the NIKE Challenge (PMAA Reggie, 1988)

**New Product Development Experience – Leading Retail Buying Group**

**6/85-3/86 BATUS RETAIL GROUP, New York, NY  
Assistant Merchandise Representative**

**Responsibility:** Assisted in all aspects of imported and domestic product development for children's wear. Developed, edited, and presented corporate program product to the ten BATUS operating companies. Communicated with international offices, vendors and buyers. Reported offerings and emerging trends in the domestic market. Analyzed sales figures and volume opportunities.

**Accomplishment:**

- ♣ Developed and sold to member stores Girls 7-14 line celebrating Haley's Comet

**Internships**

**Johnson & Johnson** – Sundown Sunscreen – *Brand Management* – 1984

**Lord Geller Federico Einstein** – IBM PC & PC Jr – *Market Research* – 1984

**Magna Marketing** – The Wool Bureau, Van Heusen, FFANY – *Marketing Services/Account Management* – 1982/1983

## Promotion Marketing & Consulting Clients Included

<b>Account Work</b>	<b>Exploratory Projects/Concept Development</b>
Bank of Boston	Adolph Coors & Co
Barking Planet Productions	Bacardi Imports
Block Drug Company	Cadbury-Schweppes
CBS Marketing	Colgate-Palmolive
Citibank AAdvantage Card	Dannon
Citicorp Diners Club Card	Dos Equis
Citicorp Express Money Services	Fuji Film
Citicorp POS Information Services	General Foods--Post Cereals
eBay Real Estate	Kraft--Carroll Shelby's Original Texas Brand Chili Mix
Ghirardelli Chocolate Company	Major League Baseball
Invest in Britain Bureau	Ocean Spray Cranberries
Kraft/Nabisco	Peter Paul Mounds
Mattel	Pillsbury--Betty Crocker
NIKE Inc	Quaker Oats--Gatorade
Nutrasweet	RJ Reynolds
Pepsi Bottling Group (NJ)	Whitman's Chocolates
Perrier	
Quaker Oats (New Products/Arctic Fruit)	
Ringling Brothers & Barnum and Bailey	
Seagram (New Products)	
Sunsweet	
TIAA-CREF Tuition Financing Inc.	
Warner Bros. Home Video	