

Jonathan Blaine

416-840-6643 - CANADA • 703-665-9799 - USA

WWW.JONATHANBLAINE.COM

JONATHAN@JONATHANBLAINE.COM

JONATHAN BLAINE is a growth-minded, roll-up-the-sleeves, customer-centric Business and Marketing executive with over 15 years worth of successes in improving corporate performance and value. He is an integrated marketing evangelist and diplomatic change manager with proven consumer and B2B marketing and sales results. His positions have been with Fortune 100, private equity and non-profit organizations in the telecommunications and higher education fields. Mr. Blaine has a vast and successful track record of improving results by increasing sales, developing products and markets, and managing significant cost reductions with organizations including Golden Key International Honour Society, Comcast Corporation, Verizon Wireless and Cequel III. He has had full P&L accountability throughout the past decade and has managed staff and vendors locally and globally. His collaborative management style has significantly added to his success.

His Methodology:

- Discover what customers want.
- Drive branding, strategy, tactics, tracking, ROI.
- Act hands-on where necessary.
- Leverage significant professional network and extensive business expertise.

Examples of Success:

Over \$1,200,000 lift in Golden Key core product year to year revenues in 2008 following a years-long decline – a 22% increase during this recession – while decreasing annual related costs by over \$500,000.

At Suddenlink, streamlined pricing, campaigns and offerings to aggressively win and retain more customers from very strong, deep pocketed competitors.

Increased Calgary Cable TV/FM annual bottom line revenues by over \$2,000,000 via launching new products.

At Verizon, generated 18% direct marketing response and locked in \$3,000,000 in annual at-risk revenues.

CAREER DRIVER

Inspiring and leading teams to develop breakthrough campaigns, which increases customer demand and adds significantly to the bottom line.

SPECIAL SKILLS

His experience has honed the following development know-how:

- **Execution** - regularly delivering to fixed time schedules against all odds.
- **Experimentation** - relentless and effective testing to determine the best tactics.
- **Expressive clarity** - strategic development plans.
- **Management** - optimizing people and finances to meet objectives.
- **Strategic Alliances** - seeking out the best vendors for a particular promotion.
- **Budget maximization** - for effective use of finite resources.
- **Leadership** - of centralized and decentralized teams ranging from 5 - 25 people across regions and internationally.

Mr. Blaine holds a Bachelor of Science degree in Marketing Management from Western Governors University, and his Master of Business Administration, Management and Strategy is in progress.

Along with professional involvement in the Direct Marketing Association and CTAM - Cable Television and Telecom Marketing Association, Mr. Blaine has been active in numerous volunteer activities, including the 1988 Calgary Olympic Winter Games where he helped ensure telecom and video systems continued to broadcast from several venues, Rotary International, and Canadian community television. Born in Canada and a naturalized US Citizen, he has traveled extensively around the globe for both business and pleasure, and has had his passports stamped in places including Sweden, the UK, Russia, Ukraine, Norway, The Netherlands and Germany.