

CHRISTOPHER GORDON

1990 Frank Avenue, White Plains, NY 10601 • ChristopherGordon@ai.com
Home 212.562.9824 • Cell 212.565.5582 • <http://linkedin.com/in/christopherg>

Vice President of Sales and Marketing ▪ V. P. of Business Development

A multi-talented management professional with the proven ability to increase sales, Maximize opportunities, gain clients, control costs and increase profits. I have managed many types of sales and marketing projects successfully. I work well with a diverse team of people. I also have a passion for leading people, relationship building and thrive on business challenges. My core competencies include:

- Project Management ▪ Marketing ▪ Business Development ▪ Public Relations
- Quickbooks Pro ▪ Negotiation ▪ MS Office Suite ▪ Budgeting/P & L ▪ Research
- Listening ▪ Prioritizing ▪ Analysis ▪ Meeting Deadlines ▪ Communication
- Productivity ▪ Writing/Editing ▪ Organization ▪ Marketing Collateral ▪ Teamwork

Professional Experience

Vice President Marketing, ESPN Corporation, New York, NY 10/08 to **Present**
ESPN is the worldwide leader in sports. I masterfully manage a \$5M yearly budget, department staff, daily leadership of the national marketing team, developed strategic partnerships with A list pro athletes, marketing channels and distribution channels. Personally negotiated multi-million dollar advertising contracts for sales department.

Director of Sales & Marketing, Sports Illustrated, New York, NY 5/05 to 10/08
Used my networking skills to gain strategic marketing partnerships with seven major distribution outlets, tripling circulation and sales in three years. Led the effort in Internet marketing that produced a 33% conversion rate for our SI Insider subscription services which increased yearly revenue by 122% in 2006 over 3 years. Personally signed up more than \$8M worth of key account advertising in 2006.

Sales Manager, Value Click Marketing, Edison, NY 6/01 to 4/05
I recruited, trained and hired a staff of 29-35. Grew annual sales 89% over three years, reduced advertising expenses by 18% and gained > 30 new clients per year.

Advertising Sales Manager, Ogilvy & Mather, Inc. 8/98 to 5/01
Coordinated sales staff of 30 for flawless execution. Managed client services and all production schedules. Increased sales 66% over my first three years.

Advertising Sales Executive, Sport Magazine, New York, NY 10/94 to 7/98
Sold 44 new clients my first year, 46 my second year and 51 in my third years all new sales records. Presidents' Club member. Offered promotion to management twice but needed to finish my college degree first.

Education and Professional Development

Bachelor of Arts in Marketing from the New York University, Brooklyn, NY
MBA, New York University, Brooklyn, NY graduated magna cum laude
Certificate, the Dale Carnegie Course, New York, NY
Certificate, the Anthony Robbins Firewalker and Giant Steps Seminars
Certificate, Ken Blanchard's the One Minute Manager, Advanced Seminar

Achievement Highlights

Featured in Inc. magazine as the Sales and Marketing Executive of the Year for my innovative management style.

I saved my employers at least \$25,000 per year in expenses over previous year's budget for seven consecutive years.

I earned a Certificate of Appreciation, in recognition of outstanding service as a White House Campaign Coordinator in the President's Campaign Headquarters from: President, George W. Bush; First Lady, Laura Bush; V.P., Dick Cheney and the Chief of Staff.

Presidents' Club Producer for three years in row for Sport and Value Click with over \$1M in personal sales per year.

I saved \$50,000 each year for ESPN while I swiftly handled all the negotiations of their ad rates with national clients.

A Letter of Recommendation written for me by the President and CEO of Sports Illustrated, reads: "We were confident that Christopher would always lead our sales team to new heights with a focus on profitability, effective cost controls and professionalism" and "He was the MVP on our team and, I have no doubt that he will continue to be successful in whatever endeavor he pursues."

"A versatile and marvelous sales, marketing & business development manager that people love to work for."