

Don Kreski

With over 30 years of marketing management in the a/v industry plus a first-rate education, I am uniquely qualified to help you grow your business.

A generalist with a wide range of creative production and management skills, I played a significant role in the success of AV integrators Midwest Visual Equipment Company and United Visual, Inc. During my years there, United Visual achieved a 27% average annual growth rate and more than tripled its sales; Midwest Visual grew tenfold.

Management Experience

2002 - present **President**, Kreski Marketing Consultants, Inc., a provider of marketing planning and creative services to firms in the audio/visual industry. *Achievements include:*

- Help AV integrators Conference Technologies, Adtech Systems, Sound Vision and Lewis Sound & Video significantly grow their businesses by building websites and other marketing materials that enhance their credibility with new customers.
- Write extensively and place materials in the trade press for Crestron Electronics, Conference Technologies, Tightrope Media Systems and other clients.
- Manage search engine campaigns for Wireless Computing, Novatoo Audio Visual, Media Tech Intelligent Home Systems and others.
- Developed email campaigns for Sharp Electronics and Crestron that helped them make significant inroads into the AV consultant market.
- Created new sales literature designs for Visionary Solutions, Wireless Computing, Gentner and Wireless Computer.
- Helped rep firm and distributor Starin reach out to dealer customers with a series of newsletters, mailers, brochures and other marketing materials.

1996 - 2002 **Director of Marketing** for commercial AV integrator and rental and staging firm United Visual, Inc. *Achievements include:*

- Created a new public image for United Visual through website, catalog, direct mail, email, show and seminar campaigns, bringing the firm huge gains in business.
- Built a new e-commerce website that received over 700,000 visits per year, bringing the company a nationwide customer base as well as a significant increase in revenue.
- Developed a full-line audio/visual catalog that, according to a 2001 survey, was kept by 79% of those who received it in the mail and used monthly or better by 21%. The Association of Educational Publishers named this catalog the nation's best distributor catalog in its 2002 *Distinguished Marketer Award* competition.
- Developed a co-op and advertising sales program that provided over half of United Visual's advertising budget, effectively doubling the reach of the firm's promotions.
- Introduced marketing research to the company, greatly helping United Visual formulate and achieve its goals.

1979 - 1996 **Marketing Communications Manager**, Midwest Visual Equipment Company, an audio-visual integrator and computer dealer that's now part of AVI Systems. *Achievements include:*

- My aggressive marketing programs helped reposition Midwest Visual from a small, family-run equipment dealer to one of the nation's largest AV integrators, helping it grow from seven to over seventy million dollars in sales.
- Won national advertising awards for Midwest Visual newsletters and show invitations.
- Introduced marketing research that helped Midwest target customers and improve their marketing programs.
- Took a key role in the startup of Midwest's computer technical support program, a reorganization of their service department and development of an information systems strategy.

1985 - 1988

Advertising Manager, Midwest Computer Center, a retail computer store owned by Midwest Visual during these years. *Achievements include:*

- Brought Midwest Computer Center's newspaper, radio, and cable TV advertising in house, driving virtually all of the store's retail traffic.
- Initiated a classroom program that trained hundreds of customers in software applications. Won a national award for one of my seminar brochures.

Other Experience

2012- present

Columnist, Commercial Integrator Magazine. Write *Marketing Perspectives* column for print and online editions.

2005 - 2011

Columnist, Sound & Video Contractor Magazine. Wrote *Marketing Perspectives* column for print and online editions.

2002 - 2003

Instructor, National Louis University, Wheaton, Illinois. Taught *Marketing for Managers*, an undergraduate course in basic marketing for students pursuing a management degree.

2003 - 2004

Adjunct Instructor, Infocomm International.

Education

1996

Northwestern University, Kellogg Graduate School of Management. Masters of Management with majors in Marketing and Finance. Graduated with highest honors from the school *Business Week* and the *Wall Street Journal* have consistently named as having the nation's best program in marketing, and *Business Week* calls the number one school of management.

1977

University of Illinois, Urbana. Graduated with highest departmental distinction with a BA in English/Secondary Education and minors in Rhetoric and German.

1973 - 2007

Photography coursework at the University of Illinois, College of DuPage and the Chicago Photography Center, including studio and portrait lighting.