

## Don Kreski

With over 40 years of marketing management in the AV and IT industries 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 technology 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 revenues; 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 AV and IT industries. *Achievements include:*

- Helped Epson establish a professional case history program, and continue to write client stories for its large venue projector, BrightLink interactive, document scanner, office printer, healthcare, and Moverio Smart Glasses divisions.
- Served as Crestron's lead writer for customer case histories and white papers from 2006 to 2016.
- Helped establish the leadership of JBA Consulting Engineers' technology, MEP and fire protection divisions through their in-house magazine and website.
- Helped AV integrators Think Simple, Conference Technologies, Lewis Sound & Video, and others significantly grow their businesses by building websites and other marketing materials that enhance their credibility with new customers.
- Developed email campaigns for Sharp Electronics and Crestron that helped them make significant inroads into the AV consultant market.

1996 - 2002 **Director of Marketing** for United Visual, Inc, a commercial AV integrator and rental and staging company that is now a part of Conference Technologies, 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 Manager**, Midwest Visual Equipment Company, an audio-visual and IT integrator 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 corporate, education, and local government 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- 2014 **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.