

MIKE KLEIN

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PROFESSIONAL SUMMARY

Senior sales and marketing executive with extensive experience in product development and promotional strategies. Major strengths include SWOT analysis, trend analysis, and sales forecasting. Passionate and effective strategist with ability to deliver measurable sales and marketing results linked to customer needs.

Key competencies include:

Complex Negotiation	On-Line and Off-Line Sales and Marketing
Creative Innovation and Development	P&L Management
Market Research and Strategy	Media Planning
Market Positioning and Publicity	Consumer and Trade Promotions

PROFESSIONAL EXPERIENCE

WATERSTONE MUSICAL INSTRUMENTS, LLC/Nashville, TN **2003 to Present**

Manufacturing company known for producing high-quality, non-typical hollow-body and "semi" hollow-body electric, acoustic, and bass guitars.

Vice President Sales & Marketing

Generated leads and closed sales; developed, implemented and managed marketing strategies; managed sales and marketing staff.

Minimized financial risks for startup by establishing and incorporating long-term sales and marketing plans.

Increased gross sales by 153% by developing major brand exposure through 'pro-deals' program with 'A' level guitar players.

Achieved national recognition for the brand by developing a new media strategy.

Increased accounts by over 52% by closing pertinent contracts and improving the customer service plan.

Improved quality control and reduced development costs by 39% by introducing new product development program.

Increased profits by over 28% by incorporating 'profit and loss' analysis.

THE GRIFFIN AGENCY/Los Angeles, CA **2006 to 2007**

Entertainment business consultancy specializing in marketing, sales, distribution and branding of musical talent.

Executive Vice President/General Manager

Oversaw and managed development and implementation of sales, marketing and promotional strategies.

Increased client sales by establishing relationships with cross-functional peers.

Negotiated profitable distribution and sales agreements for clients by incorporating SWOT analysis.

Increased client's sales by over 225% by implementing cost-effective sales and marketing plans.

Attained top 10 chart positions for numerous clients by hiring and managing national promotion team.

Opened over 100 new accounts for clients by negotiating national distribution agreement.

Increased web site traffic, click through rates and on-line sales for clients by reconfiguring and designing web sites and developing 'opt-in' promotional campaigns with demographic specific web sites.

BIG 3 ENTERTAINMENT/Los Angeles, CA **2003 to 2006**

Full service independent record company specializing in signing, producing, marketing and selling recorded music.

West Coast Director Marketing & Promotion

Marketed, promoted and secured airplay for Big 3 artists within the western half of the United States.

Established and maintained over 132 new clients by innovative cold calling and direct marketing techniques.

Increased national airplay by implementing new research and closing techniques for staff.

Consistently ranked #1 in attaining new market airplay by creative positioning and tactical planning.
Developed and implemented regional and national marketing strategies increasing sales by 38%.
Increased exposure of Big 3 artists through demographic specific TV, radio and press campaigns.

GOLD CIRCLE RECORDS/Los Angeles, CA**1999 to 2002**

Music company responsible for signing, producing, marketing and selling recorded music. Subsidiary of Gold circle Entertainment which includes film, TV and music soundtrack production.

Vice President of Promotion

Developed and implemented promotional and marketing strategies for Gold Circle artists.

Accelerated overall airplay production by implementing new sales techniques with team.

Increased staff productivity by 35% by developing new customer-based software package.

Doubled exposure and sales of artists by implementing marketing, advertising and promotional strategies.

MERCURY RECORDS**1990 to 1999**

Record label operating as a standalone company in the UK and as part of PolyGram Recording Company in the US, both subsidiaries of Phillips AG-Netherlands at that time.

National Manager of Promotion, Los Angeles (1997 to 1999)

Managed and directed staff of 14 regional managers in marketing and securing radio airplay for Mercury artists.

Increased national airplay quota by over 182% by introducing regional marketing plans to promotions staff.

Consistently met or exceeded weekly airplay goals by closing 'A' level negotiations.

Regional Manager of Promotion, Washington, D.C. (1993 to 1997)

Secured airplay at eight different radio formats and 65 radio stations within the mid-Atlantic area including Philadelphia, Baltimore and Washington, D.C.

Captured 75% increase in market share by implementing regional marketing and promotions campaigns.

Ranked #1 for new market airplay by securing new clients.

Regional Manager of Promotion, Denver (1990 to 1993)

Oversaw and secured radio airplay for Mercury artists in the Rocky Mountain region including Denver, Phoenix, Salt Lake City and Albuquerque.

Consistently ranked in the top 5% for new market airplay by conducting client based market and sales analysis.

ADDITIONAL RELEVANT PROFESSIONAL EXPERIENCE**UNIVERSAL MUSIC GROUP, Senior Director of Promotion****WESTERN CITIES BROADCASTING, Account Executive****SARSTEDT, INC., Account Executive****EDUCATION**

Bachelor of Science Degree/Biological Sciences, University of Nebraska-Lincoln.

Minors: Business, English, Chemistry.

HONORS AND AWARDS

Promotion Man of the Year by Street Information Network Trade Magazine

Promotion Man of the Year by Mercury Records

Top 5 Promotion Executive of the Year by Radio & Records Magazine

Top 5 Independent Label of the Year by Radio & Records Magazine

Top 5 Associate Director of Promotion of the Year by Gavin Magazine

MUSIC INDUSTRY ARTISTS REPRESENTED

Bon Jovi

KISS

Rick Derringer

Hanson

Mighty Mighty Bosstones

Scorpions

Eagles
Cheap Trick
Robert Cray
Def Leppard
Jay-Z

Shania Twain
Tears For Fears
Jon Secada
Sugarland
Brian McKnight

Tony Toni Tone
Joan Osborne
John Waite
Jeff Lorber
Vanessa Williams