

## **John A. Brodie – Professional Experience**

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*Innovative Marketer–Effective Presenter–Dynamic Sales Professional–Skilled Operations Manager*

### **Introduction:**

I look for opportunities to team up with others who have high levels of experience and creativity where I can be a team leader and motivating force for meeting and exceeding set goals. I excel at delivering a positive message and vision whether it be to fellow employees, the media, corporate team or customers. Those I have worked with have found me to be highly innovative and creative in developing marketing approaches and building on proven strategies. Working with you and your team, I will be an energizing and enthusiasm building force for growth and success. I am always looking forward to writing new chapters in what has been a highly rewarding and satisfying professional life.

**INTERACTIVE SPEECH SOLUTIONS, LLC** (formerly Cool Conversations, LLC)  
**EVP, Operations and Marketing**, Founding Member, Cool Conversations Partners (2003-2010)

The company markets proprietary speech interactive software with numerous market applications. The primary product, The Cool Conversations Traveling-Tutor, is focused on the education and training markets. Mr. Brodie is a founding partner and shareholder in the company.

Mr. Brodie was responsible for the design and testing of all company products working in tandem with multi-patent holding software engineer, Pedro McGregor. Mr. Brodie was responsible for the development of all promotional materials including website, brochures, press releases and promotional videos. Mr. Brodie supervised all customer relations activities and product use training for teachers and students using the company's Traveling-Tutor program. Mr. Brodie developed partner relationships with Microsoft and HP and secured their endorsement of the Traveling-Tutor product. To date, the product has had \$1 million dollars in sales.

### **PREVIEWNET MARKETING AND PROMOTION – 1992-Present**

#### **President and Owner**

In October of 1992, Mr. Brodie relocated to South Florida and began providing marketing, promotional and Internet consulting services to a variety of companies. He has been involved with a variety of projects including:

- The re-design and re-launch of the GE Capital Fleet Services Internet and Intranet sites with responsibilities including site architecture, content development, graphic presentation, and all client support and training materials focused on providing easy access to a sophisticated new Vehicle Configuration and Ordering System.
- Coordination of international marketing for the Global Pay-Per-View broadcast of Carnival from Trinidad and Tobago (1993).
- Marketing consulting services for Reggae SumFest '95, a five day concert spectacular in Montego Bay, Jamaica with full Internet coverage.
- Webmaster or designer for over a dozen Internet sites including "REGGAE.com" that is owned by Mr. Brodie and is a top music website getting millions of hits monthly.
- Sales and Marketing, Big 106 Radio, Fort Lauderdale, FL
- Co-Producer and Director of Marketing for The South Florida Health, Fitness and Nutrition Expo which featured over two hundred exhibitors at the Broward County Convention Center, June 1997. Also acted as Master of Ceremonies for the two-day event.
- EVP, Sales & Marketing, United States Communications, a designer and builder of high-end custom audio and video systems for hotels and restaurants, by developing major accounts with three hotels and numerous top restaurants from South Beach to Palm Beach, FL.
- Founding Distributor, Nu-MED, USA. Responsible for developing marketing, sales and promotional materials for the February, 1998 launch of Nu-MED USA. This included manuals, forms development, structuring of Corporate Policies and Procedures and full documentation

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of same as well as establishing the company's Internet site for both public and distributor applications. ([www.nu-med.com](http://www.nu-med.com)).

- Marketing Consultant, Team Tarkenton. Developed extensive sales and marketing course for Fran Tarkenton's "Team Tarkenton" in conjunction with Jack Parsons. The course was presented live in numerous major cities during 1999 by Brodie and Parsons. Fran Tarkenton called it "One of the best and most comprehensive sales and marketing courses available in the country today".

### **WESTWOOD ONE COMPANIES – 1984-1992**

**National Account Executive**, Westwood One Companies, New York City, NY (July 1984-1985)

Beginning in 1984 Mr. Brodie was drafted to be part of an expanded sales team at Westwood One shortly after the company went public. He was responsible for the sales and coordination of several million dollars in national advertising each year for clients including Anheuser Busch, AT&T, Coca-Cola, The U.S. Army and Miller Brewing.

**Vice President, Sales**, Westwood One Companies, New York City, NY (1985-1988)

Upon Westwood One's acquisition of The Mutual Broadcasting Company and the soon to follow purchase of the NBC Radio Networks, Mr. Brodie was promoted to Vice President of Sales. In this capacity, he was responsible for over fifty million dollars in annual advertising commitments.

**Vice President, Director of Music Marketing and Business Development**, Westwood One Companies, New York City, NY (1988-1992)

To further capitalize on the growth of Westwood One into one of the primary forces in national radio, Mr. Brodie was promoted to Vice President, Director of Music Marketing and Business Development. He was a pioneer of "Integrated Marketing" combining the promotional impact of nationally touring music artists with nationally syndicated radio programming, local radio, local and national print media, local and national contests, and an on-going series of local event parties and functions. Mr. Brodie was responsible for the marketing and promotional sales of numerous national tours featuring performers including George Michael, Stevie Nicks, Jefferson Starship and Elton John. In this position, he also was responsible for creating the nationally-syndicated "Live from the Apollo" radio concert series.

The purchase of the NBC Radio Networks in 1987 had cost Westwood One \$50 million dollars that resulted in a significant debt burden. The cost of servicing that debt resulted in the elimination of many of WW1's marketing and promotion efforts. With a purchase or merger with Infinity Broadcasting imminent, Mr. Brodie resigned and relocated to start his own business in South Florida.

**NBC – National Broadcasting Company, New York City, NY – 1972-1985**

Started work with NBC in the Fall of 1972 on the Guest Relation Staff.

In early 1973, Mr. Brodie joined the NBC TV Network Advertiser Commitment Control staff as a coordinator for Daytime and Saturday Morning Network commercials.

Administrator for Daytime and Saturday Morning Commercials - 1976

National Account Executive for The Source / NBC Radio Networks – 1978-1984

### **President, Prosper Enterprises**

While working at NBC, Mr. Brodie simultaneously built a successful Direct Distributor business with the Amway Corporation generating over \$10,000 in monthly sales volume with his organization. His Amway business experience was a key factor in his attaining a network sales position with the NBC Radio Networks.

**Rutgers University**, New Brunswick, N.J. – Graduated B.A. in 1972