

## **Gob Bluth**

Gob Bluth, a nationally recognized television executive, has designed and implemented production, post production, and distribution systems across multiple media channels. Known as a leader in both the creative and technology areas, he has been able to implement systems that support creative vision while controlling costs.

Throughout his career, Gob has been involved in all aspects of program creation and delivery as an editor, producer, and technical director. Experience in branded advertising has included production and editorial on over one thousand television commercials featuring brands from automobiles, to cosmetics, package goods, restaurants, beverages, services transportation, feature films, and television promotion.

Experience in program production has included prime time specials, syndicated series and sports for domestic and international broadcast, and cable distribution.

He also produced and edited corporate communications productions for many major corporations in the healthcare, financial, defense, aerospace, construction, publishing, and communications industries.

Gob has excelled in surmounting production barriers through technological innovation and implementation. He has been responsible for the successful implementation of many new technologies including non-linear editing, digital recording, video storage area networks, digital asset management, and digital watermarking. He has been a guest speaker and panelist at many industry trade shows and seminars and has been featured in many trade publications.

At Carola Chase Health and Beauty Media, he served as Director of Post Production, VP-Post Production, and SCP-Production & Post Production. His organizational responsibilities included:

- strategic planning
- creating and managing a \$10,000,000 budget
- a staff of over 40
- the design, construction, systems integration, staffing, and management of multiple television production facilities totaling over 40,000 square feet
- production, post production, and domestic & international distribution of seven syndicated television series totally over 1000 episodes
- production of over 1000 syndicated radio programs
- production and coordination of television assets for the web
- production and distribution of all promotional spots
- media and brand asset management
- DVD/VOD production and distribution
- music production and publishing
- licensing, rights & clearances

Gob has been personally nominated for five national Emmy awards while his programs have been nominated for over forty.

Gob Bluth – 646-232-2322 – [magicman@gmail.com](mailto:magicman@gmail.com)

**KEN DOLL**  
**19 Briarwood Road**  
**Maplewood, NJ 07481**  
**(H) 201-480-3103**  
**(O) 201-225-4540**

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Ken Doll's proven leadership record, uncommon ethics and dedication has created a distinctive niche in the marketing services community.

Ken's depth of experience and understanding extends well beyond what he calls the "three masters." In fact, he served Merritt Parkway, a leading marketing services agency, in virtually every job capacity since joining the company in 1963 – including Trainee, Account Executive, Production Manager, General Manager, President and most recently Chairman/CEO. From 1988 – 2006, he was one of the agency's principal owners.

Ken is a past chairman and director of POPAA (Point of Purchase Advertising Association) and actively served that association for over ten years, chairing a number of its committees. In 1984, he was honored as POPAA's Most Significant Tributor.

For two years (1973-75), he served as an officer in the U.S. Army Corps of Engineers, principle duty station – Korea. In 1987, Ken completed executive management courses at New York University Stern Graduate School of Business. He was President of his college fraternity, served on the Board of Governors for Blair Academy and as a Director and currently Trustee of the Montvale YMCA. A graduate of Dartmouth College, he has been listed in the Who's Who in America since 1994.

## **Cleopatra Banks**

### ***Biography***

Cleopatra is the Managing Partner of CPH, which is owned by Cleopatra, Pandora, and Hera. As the Managing Partner for CPH, Cleopatra brings to this enterprise nearly 30 years of senior executive leadership in fashion and retail. She served as President, COO and Board member for Cleopatra Inc., a multinational, \$225 million sales, family controlled, NYSE listed business. Prior to becoming President, Cleopatra held a wide range of roles in finance as CFO, head of sales, manufacturing, human resources, labor relations strategist and head of corporate planning. She has held a variety of other executive positions and Board memberships.

As a former member of the Young Presidents' Organization, the Deans' Advisory Boards for both Wharton Graduate School and the Graduate Business School at the University of Texas at Austin, Cleopatra comes to this enterprise with a wide network of business contacts. She earned an MBA in accounting and finance from Stanford and a BA in economics from the University of Pennsylvania.

**VICTOR CRUZ**  
**44 Gateview Road**  
**Patterson, NJ**  
**Home (201) 567-8888**  
**Office (212) 456-7890**

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*Victor Cruz, a successful systems integrator, has implemented computer and communications strategies for multi-national corporations consisting of diverse business entities. Known as a leader in the successful application of distributed processing and multiple platform integration, he is also an effective presenter at the senior level.*

*At James Enterprises he installed a North American telecommunications network, multiple data center strategy, integrated with local area networks and desktop capabilities. This provided access to both producers and clients in the US/UK/Continental Europe.*

*Among his organizational responsibilities have been strategic planning, a \$34,000,000 budget, a staff of over 250, purchasing, disaster recovery, standards and quality assurance.*

*A business systems strategist, developed, and innovator, his record of successful on-time, within-budget completions in a multi project environment provide an impressive track record.*

*The list of successful competitive edge systems applications is extensive. Recent successes include: retail insurance brokerage and accounting for over seventy locations, reinsurance brokerage system, wholesale brokerage operations systems, and a complete range of financial systems including a distributed, multinational, multi-lingual general ledger/consolidation/financial information system.*

*Decisions on software and hardware platforms have always been made based on business need and operating environment. Software involved extensive relational data bases such as Ingres, and RDB. Some development tools used were COBOL and 4GL products. Network and desktop included Windows and MAC workstations, and software such as WordPerfect, Lotus Pagemaker, Adobe, Core Draw, Lans-Pathworks and Novell.*

*To complete the enterprise integration of services that the users required, Mr. Cruz utilized the telecommunications network and public data networks to support electronic mail, remote work sharing, client communication, informational data base access, and direct links to markets.*

*Victor is an MBA (Fordham University) with specialized training in insurance, broadcasting, communications, financial services, and general management.*

## **Betty Anderson**

Betty Anderson is a nationally recognized communication professional in integrated corporate communications. A specialist in communication strategy and content development, she helps organizations plan produce, and coordinate internal and external communications to build stronger relationships with constituencies worldwide.

As Vice President of Communication Strategy and Editorial Services for Anspach Communications – one of the world's leading corporate communication firms – she works with clients to identify key issues, audiences and objectives; gather and analyze critical information; and develop the means to share knowledge across management, marketing, and public communication functions. Prior to joining Anspach, Betty was an independent consultant, and a creative director for Creative Thinking, a California-based marketing and public relations firm, producing advertising and promotional campaigns for print and electronic media. She began her career as a journalist, and her work has appeared on broadcast and cable television in New York, Chicago and California, as well as on National Public Radio. Over the years, her clients have included SBC, Dell Computer, BBN, NBC Universal, General Electric, Purdue Pharma, IBM, Mobil, The New York Times, Time, Inc., United Technologies, Xerox, and Motorola.

As an educator, Betty has been a faculty associate in the School of Management at Yale University, where she co-founded an MS/MBA concentration in Corporate and Technical Communication. Recently, she was an executive-in-residence in the School of Business at the University of Connecticut, advising faculty and administration in the development of new technology curriculum. Betty has also developed and taught new communication courses in U Conn's department, and at The New School for Social Research in New York. Moreover, she has served as coordinator of the journalism program at New York's Adelphi University.

Betty has written and spoken extensively on communication and technology issues. Her articles have appeared in publications as diverse as The Wall Street Journal and IEEE Transactions for Professional Communication. As a speaker, she has appeared before groups such as the American Marketing Association, the Direct Marketing Association, the International Association of Business Communicators, and the Public Relations Society of America. Betty received her bachelor's degree from the City University of Baltimore, and earned her master's degree at New York University. Her biography is listed in Who's Who in Communications and Media and Who's Who in American Education.

## **ELLIS CHASE**

*Mr. Chase has had a diversified, extensive experience in career management consulting and executive coaching.*

*Mr. Chase's consulting practice is based in Manhattan. His organizational clients have included Deloitte Touche, General Electric, Estee Lauder, Goldman Sachs, The Gartner Group, Purdue Pharma, Swiss Re America, Penguin Putnam, United Nations Development Programmes, ING Capital, Time Warner, and Citigroup.*

*At **Right Management Consultants**, Mr. Chase was a Managing Director at the Northern New Jersey office; prior to that, he consulted at Fuchs, Cuthrell and Company, where he was Director of Training, responsible for internal and external group training programs.*

*As a Human Resources Officer with **The Chase Manhattan Bank**, Mr. Chase first worked in manpower planning, and developed career mobility programs for employees. Subsequently, he was responsible for staffing the systems and data processing areas of the Bank, and later managed the recruiting function for a national data processing consulting firm.*

*His guest speaking appearances have included The New School, the Wharton Club, the Marketing Executives Networking Group, the Financial Women's Association, and numerous other professional association and media panels. He was an instructor and guest lecturer at **New York University** for 19 years, and has been, for the past ten years, consultant to the Executive MBA program, fulltime program, Program for Social Intelligence, and the Business School Alumni Association at **Columbia University Graduate School of Business**. Mr. Chase has appeared on CNBC and CNN, several radio programs, and served as lead online counselor for The Five O'Clock Club on Career Mosaic and the MBA GlobalNet website; he also has written for Vault.com and fiveoclockclub.com. He is a founding member of the New York Chapter of the **Association of Career Professionals International**.*

*Mr. Chase holds a Bachelors Degree in Psychology and a Masters Degree in English and Secondary Education, both from New York University.*