

ROBERT S. D'ANGELO

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Results driven, customer-focused leader with 20+ years of experience in media sales, marketing, publishing, and client management. Reputation for launching sophisticated web-based platforms as well as introducing innovative digital products into the marketplace. Known for building strong business alliances and leveraging a unique combination of business management, sales/marketing and technology in multi-media environments. A motivational leader with strong analytical, organizational and problem solving skills, committed to the highest levels of ethical, professional and personal excellence

Areas of Expertise:

- **Leadership**
- Business Development
- Consultative Sales
- B2B Marketing
- Multimedia Advertising
- Brand Strategy/Positioning
- Product Innovation
- Content Sales/Delivery
- Consulting Services

CAREER HIGHLIGHTS

Increased operating profit by 68% (2007-2010) to \$3M, delivering the largest divisional operating profit to Informa LLC shareholders since their 2001 acquisition. (BioScience Group, Informa Business Information)

Increased digital sales revenue from \$225K to \$1.1M over a 4 year span. (*BioTechniques*, Informa Business Information)

Developed the strategic and business development plan for the new product launch of *Pharmaceutical Discovery*. Results yielded 54 new customers totaling \$660K of revenue and \$200K in operating profit. (Advanstar Communications, Inc.)

Captured \$1.5M in sales by developing and implementing a unique consumer-like marketing promotion campaign: *The Volkswagen Beetle Promotion*. (Thomson-Medical Economics, Inc.)

Set a publication record for advertising pages and territory sales revenue for *Drug Topics*; 459 ad pages and \$3.1 ad revenue. (Medical Economics Company)

PROFESSIONAL EXPERIENCE

Compare Networks, Inc, South San Francisco, CA

Present

Sales Director, Biocompare

- Lead a global sales team in the sale of integrated on-line advertising products for the leading product listing directory in the life science arena. Products include: product listing service, webinars, e-mail blast, video services, newsletter sponsorships, key words, custom projects

Informa Business Information, New York, NY

2006 – 2011

President, BioScience Group

- *President, BioScience Group* (2009-2011): full profit & loss responsibility for a global \$11M division with a staff of 25 professionals that included controlled circulation print publications and digital products
 - ✓ Developed the 3-5 year business plan for two leading life science publications; *BioTechniques* and *BioProcess International*. Plan included product development reflecting editorial, print/online sales, circulation, production, marketing strategies and product innovation. Operating profit soared increasing 68% to \$3M from 2007-2010
 - ✓ New Product Development: launched several new digital products that helped fuel digital sales revenue from \$225K to \$1.1M. New products included; weekly and daily e-newsletters, technology-focused e-newsletters and webinars, an integrated print and on-line product entitled, *The Protocol Guide*, a quarterly web-based *Poster-Hall* series
 - ✓ Served on Informa Business Information's (IBI) trading board of directors

RSD – Professional Experience Continued

- *President, Informa Communications (2009-2010)*: full profit and loss responsibility for a newly formed \$32M division with a staff of 80+ professionals. Magazines served diverse B2B markets
- *Sales Director, BioTechniques (2006-2009)*: Led a global sales team that grew advertising pages 3 consecutive years. Journal became the #1 publication capturing more ad page market share than its primary set of competitors including *Nature*, *Nature Methods* and *Science* magazines

Advanstar Communications, Inc., Iselin, NJ
Publisher

2002 – 2006

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- Launched organic new title in the life science industry, *Pharmaceutical Discovery*
 - Led publishing team to established product line goals for sales and profitability, as well as worked with the local division marketing teams to establish appropriate marketing budgets
 - Closed sales on 54 new advertisers accounting for 125 advertising pages and \$660K ad revenue

Thomson/Medical Economics, Montvale, NJ
Publisher

1997 – 2001

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- Responsible for operations of 2 leading healthcare publications in their respective market: *Contemporary Pediatrics* and *Business & Health*
 - Team leader managing and directing a department of 17 professionals including sales and editorial
 - Defined product strategy as it related to product marketing, sales development, circulation channels, branding, and promotional programs

PennWell Publishing, Tulsa, OK
Regional Sales Manager

1995 – 1997

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- Represented newly launched publication, *WaterWorld Magazine*. Sold \$750,000 in new run-of-book print advertising revenue
 - Developed new business relationships with a heavy emphasis on prospecting and identifying new revenue opportunities

American Journal of Nursing, New York, NY
National Sales Manager

1993 – 1995

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- Association trade magazine of the American Nurses Association. Responsible for the corporate business operations that include the development and implementation of revenue and expense goals, budgeting and strategic planning
 - Select, develop and coach a professional sales team to meet and exceed specific goals for profitable revenue growth. Established programs for sales coaching while working with the sales team on the sales process
 - Through strategic planning and product focus closed business on the largest consumer account in the market: Subaru Motors; a \$100k + account for the company

Medical Economics Company, Montvale, NJ
Senior Account Manager

1987 – 1993

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- Managed advertising sales for *Drug Topics*, and its hospital pharmacy edition, *The Hospital Pharmacist Report*.
 - Coordinated directly with pharmaceutical companies and their healthcare advertising agencies. Produced record sales for annual ad pages and revenue: 459 advertising pages and \$3.1 million; respectively. Surpassed sales quota by 183%

EDUCATION

Bachelor of Arts (Psychology), University of Rhode Island, Kingston, RI

1983-1987

PROFESSIONAL TRAINING

- Dartmouth Management Development Program: Amos Tuck School of Business
- Informa Business Information: 2008 Leadership Program
- Thomson University: Practical Leadership
- Communispond, Inc.: Socratic Selling Skills Program
- Professional Selling Skills III: Introduction to the Dynamics of Sales