

Vera Shanov

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Summary: Over 28 years marketing experience on client, agency, and consultant sides. Controlled \$40 million budget and staff of twelve. Highly effective both strategically and executionally. Proven ability to develop innovative programs in food, beverage, sports, finance, real estate, medical, cosmetics, manufacturing, electronics, agriculture, and textile categories for all classes of distribution: consumer, trade, ethnic, non-profit, international, and on-premise. Exceptionally strong interpersonal and presentation skills.

Experience

1994 – Present **CGC Ltd.**, Westport, CT
Partner, Consultant

- Restructured organizations and developed strategic business plans on-site for: Pfizer in Japan, Shalimar Industries in India, National Weaving in Namibia, Rio Frio and Café Marcala in Honduras, PastaMan Corp. in Zimbabwe, Livestock Development Trust and 4-H in Zambia, and Bulbrew Beer, Foros Real Estate, Sanita Pharmaceuticals and Office Express in Bulgaria.
- Developed year-long international promotion plan for Diet Pepsi which was implemented in 12 countries.
- Created syllabus and teach on-going marketing course at SUNY - Fashion Institute of Technology; taught marketing seminars at the Moscow University of Higher Economics, San Pedro Sula University in Honduras, and the Cooperative College of Kenya.
- Developed marketing / promotion plans for Paul Newman's Hole in the Wall Gang Camps, the Goldie Hawn Foundation, and ACT-SO, a non-profit organization targeting the Afro-American community.
- Re-launched the PGA TOUR MasterCard/Partners Program, which involved product positioning, acquisition, and retention strategy development and implementation.
- Developed and implemented Partnership Marketing strategies for Ford Citibank credit card, GE Rewards program, Wyeth-Ayerst Laboratories, and Gevalia Coffee.
- Produced and hosted weekly consumer financial services talk show on WALE-AM, Providence, RI.

1991 – 1994 **Alcone Sims O'Brien** (Division of Omnicom), Mahwah, NJ
Account Director, Account Supervisor

- Surpassed company profit targets by developing volume-building promotions for clients: Unilever, Lipton, Sara Lee, Armour, Dannon, Fromageries Bel, Dos Equis/Tecate beers, Pepperidge Farm, and The Wool Bureau.
- Directed diverse projects involving: direct mail, focus groups, newsletters, sales meetings, collateral, sampling, video, sweepstakes/games, brainstorming, seminars, event planning, 800 numbers, and the Internet.

1985 – 1991 **Heublein**, Farmington, CT
Director Promotions, Group Promotions Manager, Promotion Manager

- Increased the department's efficiency and effectiveness by developing computerized budget and timeline systems, POS guidelines manual, creative cost standards, and agency evaluation procedures.
- Received POPAI and SPIRE awards for outstanding creativity on Smirnoff and Arrow programs.
- Increased display activity on Christian Brothers, Club Cocktails, and Popov through extensive POS analysis and development of regional merchandising strategies.
- Developed unique value-added tactics for Lancers, Inglenook, and Harvey's Bristol Cream, decreasing reliance on costly refunds.

1980 – 1985 **General Foods Corporation**, White Plains, NY
Associate Promotion Manager, Associate Product Manager, Assistant Product Manager

- Analyzed market and competitive trends, resulting in line extensions and new products on Shake 'n Bake, Good Seasons, and Open Pit and developed promotions for Tang, Orange Plus, and Postum.

Education

M.B.A. in Marketing, B.A. in Computer Science and Economics, New York University
Magna Cum Laude, Phi Beta Kappa, Dean's Honor List, Economics Department Citation

Fluent in Russian and a working knowledge of Spanish
Computer proficiency Microsoft Office applications (Word, Excel, PowerPoint)
Cultural knowledge based on extensive travel and development of international seminars