

# LEO PARENTE

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A corporate and entrepreneurial career developing business and brand strategies, creating multi-million \$ partnerships, running national sales / marketing / advertising / digital campaigns, directing client / agency teams, managing 9-figure \$ budgets on-time / on-strategy / on-financial objective via C-level interactive experiences and sales.

## **BUSINESS STRATEGY, OPERATIONS MANAGEMENT, PROCESS IMPROVEMENT, TEAM MANAGEMENT**

"I pride myself in the ability to get things done, get people to work together, and get things to work better."

## **ADVERTISING, BRANDING, MARKETING, PARTNERSHIPS, SALES**

"I've innovated connecting brands with brands and consumers to sales / loyalty opportunities, all delivering ROI value."

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## EXPERIENCE [✓ = Innovations]

### **PDCA INC., New York, NY**

[www.pdcamarketing.com](http://www.pdcamarketing.com)

1995 - Present

**Founder** ✓ Deming quality practices applied to Sales, Marketing, Partnerships, and Business Consulting.

Clients include Fortune / Global 100 corporations and agencies, as well as small businesses and start-ups. A track record delivering creative ideas, results-driven actions, problem-solving solutions, and performance turn-around strategies.

**Pioneered the 'PDCA / Business ROI' model for corporate sponsorship / partnership sales.**

#### *Industry Experience:*

Advertising / Marcom  
B2B Goods / Services  
Food / Beverage  
Sports Marketing

Apparel  
CPG / Services  
Industrials  
Social Media

Automotive  
Financial Services  
Retailing  
Technology

#### *Key Accomplishments:*

- ✓ 6-plus years negotiating **business, branding, marketing, and partnership strategies** for **HERTZ** and **PORSCHE**.
- Developing **media / marketing partnerships** for various **AUTOMOTIVE OEM's** and **ACTIVATION PROPERTIES**.
- Created **on-line advertising sales, marketing, and editorial content** for **YOUTUBE.COM/DRIVE** and others.
- ✓ Developed multi-yr / \$400MM cost-saving / budget-cut offsets for **AUTO OEM** via **business / marketing partnerships**.
- Co-managed the creation of B2B / B2C strategies for **GLOBAL SUPPLIER** for a \$300MM **new business acquisition**.
- ✓ Created / sold a **co-branding / co-marketing partnership** for **AMERICAN EXPRESS** and **LEXUS** that increased Lexus sales 15%, AmEx card sign-ups 35%, gross margins 20%. Led auto industry affinity card trend by 5 years.
- **Strategy ideation / market research** in the **AUTO, FASHION, HOME DÉCOR, and LUXURY BRANDS** categories.
- Revised the **business strategy** for **KICK DESIGN** [Branding agency] resulting in 100% revenue growth and a return to profitability. Re-positioned services to expand agency image / sales. Improved operating efficiencies.
- **Re-branded / re-purposed ADVERTISING AGENCY** by creating new services. Grew their client base.
- ✓ Wrote **marketing, licensing, branding strategies** for **HACHETTE FILIPACCHI MEDIA** that increased sales.
- ✓ **Sold 1st-time ad buys** for **ADVANCE / PARADE** to various Automotive OEM's.
- ✓ Developed, sold, negotiated one of the largest \$ US motorsports **marketing partnerships - MCI** and **TOYOTA**.
- **Sold \$75MM in B2B partnerships** to **BUDGET RENT-A-CAR, EXXONMOBIL, and LOUIS DREYFUS ENERGY**.
- Crafted the **brand positioning and marketing strategies** for a **NEW AUTO BRAND** entering the US marketplace.
- ✓ Created **youth marketing** concepts for **MATTEL** "Hot Wheels" brand.
- Created **diversity-marketing** plans for **CITIZEN WATCH** and **WONKA CANDIES** that delivered audience and sales.
- Created **strategy and market research** to help **SYBERSAY** [Wireless tech] achieve sales and revenue goals.
- Crafted **retail promotions** and partnerships for **BUDWEISER, CULLIGAN, KODAK, and KROGER** that drove sales.
- **Executive search** [retained] for **AOL, L.L.BEAN, MSN, SAP, TISHMAN-SPEYER, and others**.
- Investor **search and marketing consulting** for start-ups in **PHARMA, EXECUTIVE SEARCH, ON-LINE EXCHANGE, SOFTWARE DEVELOPMENT**, and others.

**TOYOTA MOTOR SALES USA, Torrance, CA**

1985 - 1995

**National Advertising Manager - Corporate Marketing** (1993 - 1995) Supervised creative, media, and brand strategy execution for Toyota USA corporate advertising for 15 brands and 7 product launches with sales / marketing obj. success.

Managed \$250M annual budget and the execution of 25 TV commercials, 50 Print ads, 10 Radio spots, 10 Billboards, Product Brochures, Internet campaigns, Direct Mail programs, POS materials, "Test Drive" offers, and more.

Directed staff of 5 and agency team of 26.

*Key Accomplishments:*

- Revised planning processes resulting in improved demographic targeting, creative development, and media buying.
- ✓ Created 'Lifestyle Experience' strategies / 'Passion Branding' advertising that delivered stronger consumer responses.
- ✓ Pioneered / prototyped a video game tie-in [to target young adults and trend-leaders] 3 years ahead of industry.

**TOYOTA National Advertising Manager - Regional Marketing** (1990 - 1992) ✓ Created industry-leading model for Regional Advertising / Dealer Group planning and execution resulting in consumer sales leadership vs all competition.

*Key Accomplishments:*

- Restored dealer ad group cooperation resulting in 100% sign-ups, 75% increase in group ad spending [\$220M total], and the accomplishment of all sales objectives.
- Reorganized the Co-op program and its administration process to save Toyota \$9 million over 3 years.
- Initiated dealer support for Youth and Diversity programs. Supported with orientation training.
- ✓ Created industry trend-setting Sales Event campaigns that supported Toyota sales leadership.

**TOYOTA National Sales Incentive Manager** (1988 - 1989) Created tactics that enabled Toyota to be the first import brand to exceed 1 million annual vehicle sales.

*Key Accomplishments:*

- ✓ Developed operating controls that put \$250M dept. on-budget for the first time in 3 years, still hitting all sales objectives.
- ✓ Introduced Retail Leasing Offerings to Toyota Sales. Trained organization on marketing and consumer presentation.
- Saved Toyota over \$15M in dealer incentive claims disputes, per year.

**TOYOTA National Training Manager** (1985 - 1987) Developed national plans for 10,000 dealer / corporate professionals.

*Key Accomplishments:*

- ✓ Initiated selling skills certification and rewards / motivation programs.
- Developed Toyota's initial "Customer Satisfaction" and "Brand Loyalty" programs.

**EDUCATION****BABSON COLLEGE, Wellesley, MA**

MBA - Business Operations Mgt., Entrepreneurship

**BOSTON COLLEGE, Newton, MA**

BS - Accounting / Finance

**PROFESSIONAL DEVELOPMENT***Training:*

Fordham University Deming PDCA Seminars  
 Society of Auto Analysts Research Seminars  
 IEG Sponsorship Sales and Evaluation Conferences  
 Communispond Public Speaking and Presentation Classes  
 Ketchum PR and Media Management Training  
 The Toyota Process Management and Coaching Skills Seminars

*Other:*

Babson College MBA Leadership and Teamwork Mentoring, Coaching  
 Co-Producer / Commentator / Writer - On-line and Syndicated TV Shows  
 Ford Motor Company Sales, Marketing, Training, Dealer Operations alumnus