

LARRY STEVEN LONDRE  
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Marketing Executive with expertise in creating award-winning media, marketing, sales, collateral programs and expert witnessing. Introduced campaigns that translated strategic marketing plans into tactical sales actions -- driving revenue growth, expanding market penetration, achieving dominant market share, exploiting the presence of brand equity and capitalizing on market opportunities.

Recognized strengths in establishing and maintaining executive-level client and strategic partner relationships. Strong conceptual / analytical skills, ability to identify new market segments. Participative leader with excellent skills in cross-functional teambuilding, motivation, quality performance and productivity improvement.

MBA in Marketing.

Active Board member of the Advertising Club of Los Angeles since 1983.

Active Board member, Executive Board member Advertising Industry Emergency Fund 1983.

Featured Areas:

Marketing & Business Development  
Direct Market Analysis / Identification  
E-business Technology  
Strategic Partnerships & Alliances  
Strategic & Tactical Planning  
Public Relations  
Expert Witness

Product & Sales Management  
Teambuilding & Leadership Management  
Collateral Materials  
Brand Management  
Events & Trade Shows  
Fundraising  
Multimedia Promotions  
Business to Business Marketing  
Advertising Agency Alliance

Selected List of Companies: DIRECTV, GE Capital, Vons Grocery, The Music Center of Los Angeles/Perfoeming Arts Center of LA, Bell Atlantic / Verizon, SBC, Showtime, HBO, Disney, Alliance Environmental Group, ICL Systems, Sheraton Hotels & Resorts, SPNB, Bank of America, University of Southern California, Beverly Hills Savings, RKO, NME, Applause.

Public Service Organizations: Advertising Club of Los Angeles, Los Angeles Fire Department, Advertising Industry Emergency Fund, California Special Olympics, Partnership for a Drug Free America, Town Hall, L.A. Downtown Marketing Group, LACVB

Senior MBA Marketing Professor: University of Southern California, Cal State University, Northridge, Loyola Marymount University and Pepperdine University

PROFESSIONAL EXPERIENCE

**MARKETING CONSULTANT/ EXPERT WITNESS - LMC Marketing, Los Angeles, CA**

2001 to Present, and 1994 to 1997

Independent Marketing Consultant Group

Provide expertise in campaign strategy, new business development, rollouts, advertising, collateral programs, expert witnessing, market penetration, and effectively identifying marketing opportunities for local and national business organizations.

Selected clients include: GE Capital-ResCom (subsidiary of GE); USC; Getty Museum, Cedars-Sinai; Burke, Alliance Environmental Group, ICL Systems, Williams, Sorensen LLP; Paul and Paul LLP; and the Herald Tribune.

\* GE Capital-ResCom (subsidiary of GE) - Engaged as National Marketing Director. Consistently exceeded monthly goals for market penetration as a result of national telephone, cable and security systems introduction campaign in all media.

\* Herald Tribune (publication) - Introduction and marketing strategies made a major impact on this new publication, generating the largest weekly circulation west of the Rockies for targeted, segmented market in Pasadena and San Gabriel Valley.

Concurrently teaching in the graduate and undergraduate programs at USC. Classes: Strategic Marketing, Global Communications and Media, Integrated Marketing, Media & Communications, and Intro to Advertising.

**DIRECTV, El Segundo, CA 1997 to 2001**

**Entertainment / Communications Company**

MARKETING DIRECTOR, Special Markets and Strategic Partnerships

Created and orchestrated marketing programs, strengthening product positioning, improving marketing operations, establishing corporate partner alliances, planning strategies and promotional tactics. Built marketing team that capitalized on individual talents and strengths; hired, trained, mentored, and motivated team.

\* Competitively positioned company in several market segments by increasing customer base by 40% through marketing partnerships with Verizon / Bell Atlantic, Quest / US West, GTE, SBC / PacBell, and others.

\* Instrumental in achieving a 43% increase in sales and over 200 third-party programs by securing and managing a major sales program targeted to residential, multi-family dwellings, hospitality, and private offices.

\* Benchmarked highly effective 25-piece collateral marketing and advertising program for MSOs and key accounts, including nine-part "right-of-entry" sales kit. Designed and implemented simplification program for new dealers.

\* Dramatically increased private office acquisitions by 321% and multiple dwelling units by 8.7%.

\* Teamed with advertising firms to create television, radio, print and online media marketing campaigns.

\* Innovative trade show and co-op trade show programs with 80 different partners. Acknowledged as "Partner of the Year" from Private Cable and Wireless Cable Magazine (1999).

**Music Center of Los Angeles / Performing Arts Center of Los Angeles 1988-1994**

VICE PRESIDENT OF MARKETING & COMMUNICATIONS

Award-winning leadership of numerous activities including marketing, promotion, public relations, advertising, fundraising, community access programs, special events, direct mail and collateral materials. Spearheaded planning and events for the 25th Anniversary celebration. Won eight PRSA and Publicity Club Awards including "Best Southern California Program" for 1991 and 1992.

\* Moved organization from a passive reactive model to proactive marketing model changing corporate vision that resulted in motivating executive team and staff.

\* Important gains achieved, increasing annual fundraising by 7.3% and retail store sales by 450%.

\* Innovative creation of LA Alive!, Dorothy Chandler Awards, Spotlight, Viva Las Artistas and TGIF Concert Series and fundraising events.

\* Lead by example, setting high personal standards, building relationships and team value for win-win results.

\* Exploited the presence of Education Divisions live arts programs, developing all aspects of program for heightened appeal and attraction to 1.2 million students throughout Southern California.

**Grey Advertising / Grey Entertainment & Media, Los Angeles, CA**

1981 to 1983 & 1987 to 1988

Nationally recognized advertising agency

VICE PRESIDENT - MANAGEMENT SUPERVISOR (1987 to 1988)

VICE PRESIDENT - ACCOUNT SUPERVISOR, ACCOUNT SUPERVISOR, ACCOUNT EXECUTIVE (1981 to 1983)

Aggressive leadership with broad-based marketing responsibilities for national, regional and local entertainment / retail / sports / public service accounts. Fast track promotions to positions of increasing responsibility to VP-Management Supervisor, handpicked for planning and execution of multimedia marketing programs.

\* Increased four-year market share from 11.9% to 17.3% by creating and designing marketing and store opening campaigns for Vons Grocery Co. Spearheaded 73 television spots plus expansion into new, out-of-state markets.

\* Maximized exposure of Showtime Cable Network and RKO Video/Pictures by designing national advertising and promotions campaigns.

\* Earned a reputation for top-notch design of marketing and media promotions for ABC Television Network.

\* Implemented creative marketing programs with vision and strategy for expansion of existing and new services for Southern California Edison.

\* Achieved record-breaking fundraising dollars and involvement of highly public figures by developing high-quality public service advertising and event marketing for the California Special Olympics.

Additional experience details available upon request.

**PROFESSIONAL TEACHING EXPERIENCE:**

**MBA SENIOR INSTRUCTOR / DISTINGUISHED PROFESSOR - Marketing / Advertising / Promotion  
1975 to Present**

**University of Southern California (includes Marshall School of Business and Annenberg School for Communications), California State University Northridge, Pepperdine University, Loyola Marymount University**

The classes are:

**MBAM 659 & MBAM 660:** Business Strategies Development, Execution and Implementation (Final, capstone classes in the MBA program at Pepperdine)  
**MBFE 658:** Strategic Marketing  
**MBAM 619:** Business Strategies and Implementation  
**COMM 599:** Global Communications  
**COMM 542:** Business Strategies for Entertainment and Communication Companies  
**COMM 541:** Integrated Media and Communication Strategies  
**MKT (Marketing) 440:** Integrated Marketing Communications  
**JOUR 340:** Introduction to Advertising  
**MKTG 304:** Marketing Management  
**BUS 307:** Marketing Management

#### EDUCATION

Master of Business Administration - Marketing, University of Southern California, Los Angeles (Dean's List)  
Bachelor of Science in Business Administration - Marketing, University of Southern California, Los Angeles

Ongoing Professional Development  
USC Pacific Rim Executive Education Program, in Seoul, Korea (2004)  
USC Advanced Management Program (1995)  
USC Modern Marketing Program (1994)  
Town Hall Executive Series, "Leaders Talking to Leaders" (1989)

#### AWARDS, ACKNOWLEDGMENTS

Named Outstanding Citizen Award (1993) Los Angeles City Council  
Distinguished Professor (1999) California State University, Northridge  
Joseph Roos Community Service Award (1993), Public Relations Society of America  
Extraordinary Service Award (1993), Wilshire Chamber of Commerce  
Awards for Best Community Program (1991 & 1992), Publicity Club  
Award from California League of Cities (1991)  
Belding Award (1990), Advertising Club of Los Angeles  
PRSA Award (1990)

#### PROFESSIONAL ASSOCIATIONS

Board of Director, Advertising Club of Los Angeles ('83 to Present)  
Board of Director, Secretary of Executive Board, Advertising Industry Emergency Fund  
Board of Director, Westwood Hills Homeowner Association  
Chairman and member, Advertising Club of L.A., Summer Internship Program ('83 - Present)  
Media Captain, Partnership for a Drug Free America  
Advisory Board of Directors, California Special Olympics  
Member, Los Angeles Convention and Visitors Bureau  
Anti-Fireworks Program, Los Angeles Fire Department  
Member, Los Angeles Town Hall