

## ADAM S. WOLF

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### Summary:

I am a forward-looking marketing strategist who helps my teams make the most of traditional and new media marketing channels. I created and host a bi-weekly podcast called the *BizTech Podcast*, highlighting technology, innovations and solutions for small businesses. I also host regional seminars on social networking and blogging as business applications. Previously, I was responsible for US marketing and product development at Sinar Bron Imaging. I began my career at Metro One, the first non-wireline cellular telephone company in the New York market and my wireless/high-tech experience covers over 20 years at top companies like Cellular One, Comcast and Ericsson.

### Industry Experience:

B2B/ B2C including: CPG, Education, Entertainment, Financial, Food, Health, Retail, Imaging (Professional), Telecom (Wireless, Landline and VoIP)

### Marketing Experience:

New Media (inc. Facebook, Twitter, etc.) /E-mail/Web based, Branding, Field Marketing, Loyalty Programs, MarCom, Pricing, Product Development/Launch, SEO/SEM, Trade Shows

### Work Experience Summary:

<u>Time</u>	<u>Company</u>	<u>Location</u>	<u>Most Recent Title</u>
2006 – Present	CellCon Consulting	West Orange, NJ	Principal Consultant
	Partial client list: <i>AT&amp;T, Avaya, Chilton Investments, Citi, Deutsche Bank, FBR Group, GrooveLily, Sprint, and Starbucks.</i>		
2003 – 2006	Sinar Bron Imaging	Edison, NJ	Director, Marketing/Products
1998 – 2003	CellCon Consulting	West Orange, NJ	Principal Consultant
1996 – 1998	Geotek Communications	Montvale, NJ	Sr. Product Manager
1994 – 1996	Comcast Cellular*	Cranbury, NJ	Director, Marketing
1987 – 1994	Cellular Telephone Co. *	Paramus, NJ	Ass't. Manager, Enhanced Services
	* now known as at&t mobility		

### Accomplishments:

#### CellCon Consulting:

- Instructor - *Podcasting for Small Businesses* – Montclair (NJ) Adult School – November, 2009
- Created and hosted regional seminars *Tips, Tricks and Tools of the Trade* and *Web 2.0, Social Networking for Businesses*.
- Member, **Expert Panel:** *Making Connections Using Social Media For Businesses, Non-Profits, Community Groups and Individuals*
- Senior Media Buyer/New Media Expert – consultant to multiple advertising agencies re: new media options and purchases.
- Successful e-mail marketer for numerous clients: Open rates as high as 61.5%. Click rates as high as 42.3%
- Created bi-monthly podcast aimed at the small business and small business owner.
  - As of Jul, 2009 - over 4900 downloads and 12,000 clicks of 74 episodes. Average monthly growth of 15%
  - Responsibilities include production, direction, research, writing, on-air talent and distribution.
  - Designed all marketing including Apple itunes, Facebook, direct (e)mail, and newsletters.
- Increased customer base of GTC Wireless by 100% through marketing and advertising efforts.
- Created mar-com series for expert, author, lecturer on AD/HD, leading to several speaking engagements and increased demand for new book.
- Led all mar-com, advertising and event planning for regional financial services/college planning company (CBRG).
- Launched Wireless Division (MVNO) of Destia/Econophone Communications.
- Design and full responsibility for numerous websites in the entertainment industry. Implementation of web site and other promotional activities led to sales increase > 50%.
- Led update of CRM and marketing efforts for regional financial services company, including vendor selection/integration with current system.
- Saved AT&T over \$10,000 by revamping sections of intranet.

#### Sinar Bron Imaging:

- Launched over 100 products with initial total retail value > \$.25MM.
- Created, designed and managed email communications (e-newsletter), growing distribution over 1100% in first 3 months and increasing known readers each month. Reader churn rate < 1%.
- Redesigned company web site, managed SEO/SEM, and initiated web based informational system, resulting in an increase of leads of over 700%, while keeping at or below budget.
- Revamped lead distribution processes, resulting in lowering costs by approx. 50%. Reduced POS costs by 80%.
- Managed ad agency, ad buys and all marketing creative. Consistently spent between 95-105% of budget with proven results
- Authored press releases, sales support documents/sell sheets, web content, sales/customer service trainings.
- Initiated promotional programs, increasing sales on select items by as much as 183%.

Geotek Communications:

- Created customer loyalty and retention programs designed to lower churn by as much as 70%.
- Launched/managed Equipment Insurance program, designed to lower churn, reduce "customer outage" by 70% and provide average gross income of over \$41 per customer, per month.
- Launched *Mobile Manifest* product, contributing to industry leading ARPU of over \$40.00.
- Created cost-effective processes for distribution of data applications to indirect sales channel.
- Authored white papers, sales support documents/sell sheets, print ads, web content, sales/customer service trainings,
- Created and designed distribution communications.

Comcast Cellular \* now known as at&t mobility

- Achieved 130+% of sales goal in first year.
- Established, programmed and maintained first interactive computer information system designed/operated by a wireless carrier – lowering incoming calls to C/S by 7%.
- Created new branding campaign, *Can Your Phone Do This*, including POS/POP/Radio/TV/Print and Telesales/Telemktg.
- Key member of design team of area's first "phone-in-a-box" targeted at mass consumer and small business markets available at new and innovative distribution points.
- Area Manager for paging service - including marketing, inventory, distribution, activation and Customer Service
- Created and/or launched various Customer loyalty, retention and joint marketing programs

Ericsson: \* now known as Sony/Ericsson

- Organized Ericsson/GE participation and conducted demonstrations at sales events and training seminars.
- Ensured E/GE brand and POP/POS materials are properly displayed at retail outlets.
- Created, printed and delivered training seminars for new distribution channels, as well as "refresher" courses for current indirect sales team. Attendance ranged from 1-100.

Cellular Telephone Company: \* now known as at&t mobility

- Developed new business relationships and created new and unique joint marketing program with companies such as AOL/Moviefone, Shadow Broadcast Services, Live Broadway and the NBOA.
- Quality Control manager for regions first Digital cellular Customer trial.
- Increased MOU and Revenue by 200% of "InfoLine" audio-texting service by planning and managing expansion and repackaging service. Responsibilities included vendor selection, engineering integration, training and marketing.
- Developed Cellular One Auto Club and short term Cellular Telephone Rental programs, designed to increase customer loyalty and usage.
- Responsible for market research including surveys, focus groups and studies dealing with, but not limited to: Customer Satisfaction, product usage, demographics and business segment analysis.
- Headed product development team to introduce cellular telephone insurance in New York market, including: advertising, training, pricing and promotion of program as well as distribution and fulfillment of materials.
- Designed, modified and implemented sales reporting system.
- Created information distribution system, allowing sales and C/S 24/7 access to up to date information at no cost.
- Designed new retail and wholesale pricing strategies.
- Trained new billing representatives.
- Created and implemented system to notify C/S of new cell sites and improvements made to existing cell sites.
- Answered telephone inquiries from customers regarding billing, equipment and general cellular information.

**Education:**

Rutgers University \_\_\_\_\_ New Brunswick, NJ  
Bachelor of Arts – Economics; Finance option.

Organizational Dynamics Inc.  
Completed *Service Excellence* Workshop

Additional On-Line/Netcast Courses/Lectures:

Yale University - School of Business and Mgmt:  
University of Oxford:

*WalMart Sustainability Initiatives*

*Silicon Valley Comes to Oxford with Steve Wozniak*

**Skills/Specialties:**

Traditional and "New Media" marketing vehicles including:

Blogs, Podcasting, Video, Pay-Per-Click (PPC), Print, Radio, Trade Shows, Data sheets, White papers and Web Content.

Wireless: AMPS, CDMA, EDGE, EV-DO, FHMA, GSM, iDEN, PTT, Satellite, TDMA, VoIP, 802.11/WiFi

Imaging: Digital Backs, Medium/Large format cameras, 35mm cameras, Cellular/PCS camera phones.

Extensive knowledge and understanding of PC and compatibles as well as Apple computers and software. Software knowledge includes: spreadsheet, word processing, database and graphics programs (including Quark and Photoshop). Working knowledge of various billing systems. Knowledge of computer languages including BASIC, COBOL, HTML, PHP, WAP and Java.

**Awards/Associations:**

Metro/Cellular One – Employee of the Month (2x)  
Member – Society of Industry Leaders, Wireless Telecom  
Named *Time* Magazine (co) Person Of The Year - 2006

Comcast Star Award Recipient (4x)  
Member – Telecommunications Council, GLG (Top 20%)