Michael A. Soriano

2533 McGee Drive

Norman, Oklahoma 73072

405-808-8002 masoriano@att.net

**Summary of Qualifications**

Marketing professional that is a highly skilled in analytic strategy, go to market, branding and business development. Accomplished at structuring the integration of brand vision with tactical execution. A track record of market expansion through brand repositioning, product/service innovation leveraging existing resources, and translating quantitative data to qualitative market response. Fosters and leads dynamic team environments through open goal communication, empowerment, collaboration, training and confidence building. Experienced in external/internal communications, alliances and contract negotiations, creative problem solving, client management, multi-level research, financial modeling and stakeholder relationships. Language proficiencies: English and French.

**Core Strategy & Marketing Competency Components**

**·** Marketing & Communications **·** Branding **·** Strategy/Sales Integration

**·** Public Relations **·** Multi-Media Advertising **·** Financial Management

**·** Key Account & Stakeholder Relationships **·** Pricing/Margin Management

**·** RFP Management **·** Training **·** Community Outreach & Events **·** Creative Problem Solver

# Experience 2012- Business/Marketing Consultant – Norman, Ok

*A professional strategic marketing/business planning consultancy in diverse client vertical sectors including private equity, publishing, education, technology, aerospace, retail, technology and intellectual property portfolio companies*

**Awarded:** Citation of Recognition from State of Oklahoma for community leadership and economic development support.

# 2011-2012 Director of Business Development (contract position)

Omni Air Transport Tulsa, Oklahoma

*$10-million executive jet charter and aircraft management*

**.** Planned/executed company branding initiatives (e.g. web site redesign, e-brochure, trade promotion, community awareness campaigns, direct mail, telemarketing and social media)

**.** Implemented sophisticated industry/market/community public relations initiatives

**.** Negotiated/managed external agency and supplier relationships

**.** Developed pricing models, launched and sold new flight service level product

**.** Established process improvements for new client acquisition, contracting and customer service**.** C-level account sales and key account relationship management for charter sales ***Results:***

**.** Personally contributed $2-million (20% growth) in new charter sales revenue

**.** Doubled charter inquiry in-bound call volume

**.** Negotiated and contracted marquis accounts including American Airlines, University of

Oklahoma, Tulsa University, Oklahoma State University, major oil and gas companies

**.** Numerous public relations feature story coverage (samples available)

**.** Executed milestone on-site social event drawing more than 300 target prospects

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# 2002-2011 Business/Marketing Consultant – Norman, Oklahoma

*A professional strategic marketing/business planning consultancy in diverse client vertical sectors including private equity, publishing, education, technology, aerospace, retail, technology and intellectual property portfolio start up companies*

**.** Business plan development and commercialization strategies

**.** Marketing strategy, new growth initiative insights, strategic and tactical planning

**.** Public speaking, professional skills training and education seminars

**.** Market analysis, segmentation and social media integration

**.** Direct sales team building, process improvement, interim management and training

# 1997-2002 Director, Commercial/Industrial Segment Marketing

Public Service Enterprise Group (PSEG), Newark, New Jersey

*$17-billion global energy company; largest gas/electric utility in NJ*

**.** Built an enterprise level marketing strategy, branding and sales support structure

**.** Managed a $16-million operating budget

**.** Direct reporting staff of 24 servicing domestic and international divisions in regulated and deregulated energy markets

**Results:**

**.** Accelerated natural gas sales growth from 5% to 17% within a $750-million portfolio delivering $125-million revenue contribution

**.** Developed branding, integration and positioning strategies for acquisition companies

**.** Drove customer-centric engagement initiatives to compete in market deregulation

**.** NGV market strategy implementation

**.** Implementation of international division market expansion planning and consultancy

# 1993-1997 Director, Strategic Business Development

Reuben H. Donnelley (division of Dun & Bradstreet), Purchase, New York

*$1-billion yellow pages sales and publishing*

**.** Business management of a technology service operation

**.** Directed a staff of 40 marketing support staff in 3 national offices

**.** Capital and operating budget management of $8-million

**.** Identified, structures and negotiated strategic joint ventures

**.** Managed sales strategy, sales support, lead generation and training for $200-million publishing portfolio

# Results:

**.** Re-engineered a technology support group to new product incubator generating $10-million in new revenue contribution

**.** Drove $40-million (20% growth) sales expansion within to the publishing business

**.** Reversed a 7-year operating loss with first year contribution of $3.5-million to the top line

**.** Negotiated strategic joint ventures and partnership agreements

**.** Launched electronic advertising product (YPTV) named industry innovation of the year

**Education**

**MBA** – Fairleigh Dickinson University **BA –** Bloomfield College