

GARY WINBERG

ADDRESS // 8042 18th Ave NW, Seattle, WA 98117

ELECTRONIC MAIL // gary@garywinberg.com

TELEPHONE // 425.246.9668

URL // garywinberg.com



PROFILE //

Over a decade of marketing and business planning experience with extensive skills in branding, project management, creation of marketing collateral, media buying, team management, website design and development, photo and video asset management, film and photo shoot production, copy writing, PR and event planning. An accomplished and innovative marketing professional with polished communication, presentation, negotiation and problem solving skills.

CORE COMPETENCIES & CHARACTERISTICS //

- > Strategic Business Planning
- > Project Management
- > Contract Negotiations
- > Team Management & Leadership
- > Creative
- > Positive Attitude
- > Passion, Integrity & Drive
- > Resourceful & Detail Oriented

PROFESSIONAL EXPERIENCE //

G BRAND | SEATTLE, WA **Sole Proprietor**

10/2007-Present

Run my own business consulting company specializing in branding, marketing, events and business planning. Work for clients on both project and retainer basis doing account management, project management, writing creative briefs, scope of work documents, business plans, marketing plans, presentations, sponsorship decks, financial reports and conduct AP/AR. Manage relationships with contractors.

Client: Nimbus Independent | Welches, OR

10/2007-1/2010

Producer and Business Manager. Started Nimbus with my partner Eric Pollard. Created a new business model and distribution strategy for the action sport film industry. Created a partnership with the BNQT Network to host and develop the Nimbus website. Managed the relationships of 13 sponsors and seven media companies. Wrote all the copy, did the marketing, social media strategy, managed communication tools, helped write film treatments and submitted invoices for AR. Produced eight episodes for online syndication through the BNQT Network, media partner and sponsor sites. Negotiated TV distribution deals for eight episodes on The Ski Channel and Resort Sports Network. Produced two feature films and negotiated the distribution. Managed the North American film tour as well as entries to film festivals. Developed a digital download storefront for mobile devices and computers.

Client: Poor Boyz Productions (PBP) | Redondo Beach, CA

4/2009-11/2009

Associate Producer and Business Manager. Created the strategy for a new North American film tour called the Triple Threat Tour. Grew the tour from 20 stops to over 50. Worked with PBP designer on all Triple Threat Tour branding and communication tools. Produced the World Premiere and live online streaming event, utilizing a microsite and iFrame. Implemented a new digital download store for the website. Sold sponsorships, managed media partnerships, negotiated the DVD distribution deal and developed a new business plan.

Client: Spacecraft Clothing | Seattle, WA

7/2008-4/2009

Marketing and Strategic Business Planning. Put together the marketing plan, did the media buy, PR, managed the Point of Sale program, developed a new company website and online storefront, established a private label partnership and drove sales with Backcountry.com.

K2 SPORTS | SEATTLE, WA

4/2007-10/2007

Line Skis and Full Tilt Boots Marketing Manager

Responsible for the marketing of two brands. Key role in developing all advertising, marketing collateral, text, photography and video. Produced 15 ski and two ski boot product videos and distributed them online and via an in-store DVD. Put together the online strategy, incorporating social media and worked with the internal web team on new site design and development. Managed the Shopatron online store. Sourced, signed and managed ski teams. Responsible for photo briefs and production of on-location photo shoots. Conducted product testing and feedback.

HELLY HANSEN ASA | MOSS, NORWAY/BELLEVUE, WA

11/2002-6/2006

International Sports Marketing Manager - Wintersports

Created a three year, integrated marketing plan executed on a global scale. The strategy leveraged athletes through photo shoots, film sponsorships, communication tools, product development and driving editorial and film content through business partnerships.

Worked with design agencies on new HH brand platform, brand book, brand videos, creation of briefs, print ads, posters, POS, consumer catalogs, buyers guides, web design and content, copy writing and internal company presentations. Managed the Wintersport photo and video shoots, provided art direction, edited images, managed the global image/video bank and selected imagery for communication tools. Responsible for contract negotiations of photographers/videographers, coordinated shoot locations and travel arrangements. Was on-location for photo and video shoots.

PROFESSIONAL EXPERIENCE //

continued...

Negotiated and formulated the International Media Buy for three years. Achieved consistent brand communication on a global level.

Produced and directed the Helly Hansen promotional films, *{LIFTED}* and *HAPPY HAPPY*, which became the most distributed Wintersport films of 2003 and 2004. These films became an industry first by being tipped into ads for free within ski and snowboard publications and off of the HH website. Responsible for licensing music, generating and sourcing footage, packaging, creative, production and distribution.

Sourced, signed and managed the International Ski and Snowboard Team. Managed approximately 20 athletes, negotiated contracts, worked with regional markets for public appearances, involvement in films, competitions, photo shoots and product development.

Managed film sponsorships of Matchstick Productions, Teddybear Crisis, Poor Boyz Productions, Absinthe Films, Standard Films and The Collective. Worked with film companies to create athlete segments, editorial, posters, film tour support and promo products.

U.S. Wintersports Marketing Coordinator 6/2000-11/2002

Managed sponsorships of Champ of Champions and Windells ski and snowboard summer camps. Managed resort uniform programs for Snowbird, Breckenridge, Stevens Pass, Points North Heli and the terrain park product sponsorship for Jackson Hole Resort.

Worked with Matchstick Productions over two years to grow their U.S. film tour, utilizing a co-op marketing strategy. The tour started with approximately 20 stops and grew to over 55. Negotiated a two year sponsorship of Warren Miller Entertainment, managed athlete segments within the film and supported the tour.

Sponsored the Kahlua Halfpipe Jam for two seasons at 10+ resort locations. Assisted with registration, pre-event party, day of jam session and post awards ceremony. Made sure national team riders were at each event, emceed events, distributed SWAG and tied in local retail through event registration and regional advertising.

Responsible for trade show logistics, set up and tear down of booth, product samples, booth graphics, sales meetings, fashion shows, corporate showroom and POS distribution. Lead a team that developed a new trade show booth, working with a design agency on materials, layout and build.

International/U.S. Marketing Assistant 8/1999-6/2000

International responsibilities included coordination of product for global team athletes, publications, photographers, photo shoots and film sponsorships. Managed the International sample buy and distribution, coordinated athlete travel, PR to key publications, assisted in photo shoot planning and image bank management.

US responsibilities included assistance in developing Wintersports marketing plan, building relations with key opinion leading retailers, distribution of POS to over 300 retailers and trade show logistics.

INTERNSHIPS //

- > Helly Hansen **Summer of 1999**
- > Onyx Software Corporation **Summers of 1996 and 1997**

EDUCATION //

- > Business Marketing Major - Montana State University **1992-99**

MEMBERSHIPS & ASSOCIATIONS //

- > Advertising Club – Managing Executive for Toyota Echo Campaign **1998-99**
Montana State University
- > Marketing Club – Montana State University **1997-99**
- > Lambda Chi Alpha Fraternity **1992-99**
 - o Vice President **1995-96**
 - o Social Chair – 2 terms **1993-95**
- > Member of the “Silent 6” (no longer silent) **1995-98**

INTERESTS //

- > Skiing, soccer, biking, running, reading, blogging, photography, travel, music, movies and cooking.

Portfolio, References & Letters of Recommendation available upon request & online at: garywinberg.com

