

ANDREW SURMANI

1379 Oakridge Court Thousand Oaks, California 91362 (818) 585-1505 asurmani@yahoo.com

CHIEF MARKETING OFFICER

Brand Management / International / Promotions / B2B / B2C / Product Launch / Strategic Market Analysis / Business Development / Product Development / Sales Management / Licensing

I implement key strategic decisions and develop marketing plans designed to maximize revenues, market share, and profits. By seizing global marketing opportunities, I have opened new markets and expanded existing ones. I build strong customer loyalty and brand equity among targeted customers, generating double-digit growth.

- Launched and managed major product lines, generating revenue growth**
- Created and implemented marketing strategies, expanding into global markets**
- Consolidated operations following largest acquisition in print music publishing history**
- Introduced marketing campaign strategy and co-authored educational curriculum**
- Led the marketing strategy which increased sales 180% from \$10M to \$28M**

With a winning attitude, I incorporate the highest standards of ethics and integrity. My ability to meet demanding objectives provides unique cross promotions for product launches. I conduct competitive analysis, creating media plans that grow brands. I earned an **MBA** and **BM** degree from California State University, Northridge.

CAREER HISTORY AND SELECTED ACCOMPLISHMENTS

Alfred Music-World's largest educational print music publisher with over 180,000 active print, digital, DVD, software, audio CD, enhanced CD and Blu-Ray titles in international circulation.

Chief Marketing Officer, 2013 to Present. Lead global sales, marketing, and product development.

Senior Vice President, Marketing, 1996 to 2013. Developed and implemented marketing strategy, increasing sales revenues 230%. Led marketing, sales, editorial and promotional team, increasing sales 26% over four years. Built global sales from \$200K to \$10M+.

Launched new products. Developed strategic marketing plans to increase sales, growing revenue from \$7.5M to \$50M. Identified, developed, and rolled out product offerings used to reach target markets, leading to consistent and sustained revenue growth over a 20-year period.

Expanded into global markets. Identified international strategic objectives, selected target markets and desired product positioning for new markets. Successfully opened branches in Australia, the United Kingdom, Germany, and Singapore, growing international sales to \$10M.

Co-authored educational curriculum. Co-authored a new three-volume music theory curriculum with books, CDs, games and software, generating \$15M in new sales. Developed marketing strategy and specified target segments. Defined competitive positioning and launched new campaign, increasing market share over 100%.

Managing Director, School and Church Publishing, 2002 to 2013. In conjunction with above role, promoted to simultaneously direct \$23M school and church music product lines. Developed and implemented marketing and brand management strategies. Oversaw budgeting, product development, and marketing. Implemented global product launch strategy. Managed \$6.4M budget and 45 employees.

Consolidated operations following acquisition. After Alfred purchased 2nd largest print music publisher, integrated direct cost departments into existing team structure with staff all over the world. Coordinated functions across several key departments and increased sales 150% following acquisition.

Director of Promotions, 1992 to 1996. Promoted to market company's international product lines. Controlled \$2M+ budget, completing projects under budget for five-year period. Grew staff from five to 13 employees.

Increased sales 43% from \$14.6M to \$21M. Diagnosed and interpreted business issues and identified gaps to balance marketing techniques and staff development, driving business actions designed to deliver value to customers. Launched new marketing program and increasing sales 43% from \$14.6 to \$21M.

Earlier: Marketing Assistant, Marketing Manager, Alfred Music. **Band Leader**, Walt Disney World Co. **Project Manager**, World Projects Corporation.

Additional Information: Eagle Scout. Presented several music software clinics all over the world. Founder and Past President of the MATES Foundation. Founding board member and Past President, Jazz Education Network. Assistant Professor in Music Industry Studies, CSUN.