

Tony Stanol

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Experienced Ad Exec Turned Executive Recruiter

- *General Management:* Successfully supervised up to 60 marketing service professionals in several departments including account management, PR, sales promotions, online, media and strategic planning.
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- *P&L Responsibility:* Skilled in business development, grew revenue \$2 million or 15% of company's total in 2005. Profitably managed costs through re-organization and productivity.
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- *Range:* Experienced in a range of product and service categories including consumer package goods, financial services, entertainment and retail.
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- *Global View:* Responsible for cross-functional teams in up to 45 countries. Extensive experience developing overseas markets with an emphasis on Mexico and South America.
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- *Hispanic U.S.:* Strong multicultural U.S. experience with the Hispanic market.
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CURRENT

Global Recruiters of Calabasas 2008 - present

High Service Recruiting Office in Calabasas, CA. Part of Global Recruiters Network

President

Executive recruiting in the advertising and marketing space. Specialties include account management, old and new media, creative talent, account planning and marketing management.

PAST EXPERIENCE

AlPunto Advertising 2006 - 2007

Privately owned, national Hispanic marketing company, Tustin, California

Chief Business Strategist

- Responsible for organic growth from current accounts as well as new business development for this mid-sized Hispanic firm. Accomplishments included winning 7 out of 10 new business pitches in 2007.

La Agencia de Orci 2004 - 2005

Privately owned, national Hispanic marketing company, Los Angeles

SVP and Director of Client Services

- Responsible for over half of the agency's 100 professionals as the first non-Latino executive hire. In charge of: account management, research, planning, online, media, PR and retail promotion in three offices, Los Angeles, New York and Chicago. Key accounts: Verizon, Honda, Allstate and Johnson & Johnson.

Accomplishments:

- Led key new business wins: Hispanic agency of record for Georgia-Pacific brands, Marianne Stores and development projects for a retail bank. Total incremental revenue: \$2 million.
- Won a 2005 Effie award for effectiveness for an integrated Allstate campaign.
- Upgraded senior staff including General Managers of New York and Chicago offices, and a senior media director.
- Instituted an account planning discipline at the agency as well as account management training.
- Created a PR department which won assignments from Bacardi and Verizon.

WPP Group PLC 2002 - 2003

J. Walter Thompson, New York

Senior Partner, Worldwide Director in Charge

- Cadbury Adams Confections: Responsible for \$15 million in revenue in the U.S. and 45 other countries in Latin America, Europe and Asia. Brands included Trident Gum and Halls Cough Lozenges.
- Reckitt Benckiser: Transitioned this new account into the NY office with \$75 million in billings for brands including Lysol and Easy Off. Created 20 commercials in first year.

Accomplishments:

- Received the best Cadbury Adams global agency evaluation ever for the year 2002.
- Produced the first new Trident Gum campaign in 7 years. It was voted among the top 10 Super Bowl commercials in *USA Today's* viewers' poll. One of *Adweek's* "Top 50 Spots of 2003."
- Organized agency resources to efficiently and profitably operate the Reckitt Benckiser account.
- Successfully defended and retained the Adams account for J. Walter Thompson after Pfizer sold the company to Cadbury in March 2003.
- Reorganized Latin American account operations to create service units in the Southern Cone, Andean Region and Mexico.

Omnicom 2000 - 2002

BBDO, New York

Senior Vice President, Senior Account Director

- Frito-Lay International: Responsible for over \$100 million in account billings with a matrix reporting relationship in 40+ countries.
- U.S. Trust: Started up and ran the wealth management account, part of Schwab.

Accomplishments:

- Restructured the Frito-Lay account organization and reporting structure at BBDO Mexico, hiring a new senior leader. Credited with saving the \$35M (U.S.D.) account there.
- Developed new global advertising for Doritos with contributions from six creative centers of excellence including Sao Paulo, Mexico City, Sydney, London, Johannesburg as well as New York.
- New business: pitched and won the PeopleSoft enterprise software account.

Interpublic Group of Companies 1986 - 2000

FCB, New York

Senior Vice President, Group Director - International 1997 - 2000

- Nabisco International: After initially developing the account for FCB throughout Latin America, became responsible for pitching, winning and running this \$60 million global account.
- Organized 30 FCB offices around the world including new offices in Rio, Barcelona and Jakarta.
- Appointed regional managers and creative centers of excellence in Europe, Asia and Latin America.
- Created new advertising for Oreo, Chips Ahoy! Cookies, Ritz Crackers and Royal desserts as well as 15 other brands in 30 countries outside the U.S.

VP Account Director to Senior Vice President Group Management Director 1988 - 1997

- Life Savers Company: Managed this division of Nabisco, worth \$45 million in billings.
- Developed media and created new advertising for Life Savers Candy, Breath Savers and Care*Free Gum. Launched new products including Gummi Savers and Ice Breakers Gum.
- Increased agency revenue and performance incentive compensation each year.
- Won the prestigious Clio award for a Life Savers campaign and Cannes Lion for Breath Savers.
- Jamaica Tourist Board: In 1995/96, ran this multi-disciplined account. Evolved the successful "One Love" campaign and increased arrivals for small inns and all-inclusive resorts.

Account Director 1986 - 1988

- Citibank: Managed the integrated advertising, direct marketing and sales promotion account for the bank's retail consumer operation.

- Helped Citibank convert savings and loan acquisitions into the Citi brand on the East coast.

PRIOR EXPERIENCE

- Began as a college intern between junior and senior years and was subsequently hired by Tinker Campbell-Ewald as Research Associate. Later joined Ted Bates Advertising and worked as AE on Colgate-Palmolive and M&M's Chocolate Candies. Left to join a former colleague selling a proprietary unwired national commercial network.

EDUCATION and RELATED SKILLS

New York University: MBA in Marketing – part time nights and weekends

Fairleigh Dickinson University: BS Business Administration & Marketing – Magna Cum Laude

Frequent industry panelist and speaker, published in consumer and trade magazines including *Advertising Age* and *Brandweek*.