

### About the Company

RBI Direct Marketing Consulting was created by Rick Isenberg, its principal, in 1999, (rebranded Rent-A-CMO in 2009), for the purpose of providing consulting services to leading companies in the direct marketing industry, with an emphasis on customer-centric marketing as well as customer-centric thinking throughout the corporation. Areas of focus include e-commerce, customer acquisition and retention, as well as Interim CMO / SVP Marketing duties. The firm has an uncanny ability to find significant profit opportunities in a very short period of time, and across disciplines from Marketing to Operations (TM, Fulfillment, I/S) to Merchandising.

### About the Principal

A direct marketer more than 25 years, Rick got his MBA from the University of Michigan in 1984. Rick began his direct marketing career at Fidelity Investments. After a stint at Bank of Boston, Rick joined Chadwick's of Boston where he was in charge of sales forecasting, marketing budgeting / P&L analysis and marketing databases. When Rick left Chadwick's for The Franklin Mint in 1994, Chadwick's was mailing 220 million catalogs a year, generating nearly \$500 million in revenue. 15 months after joining The Franklin Mint, Rick was put in charge of a prototype business unit. The success of this P&L-focused business unit approach led to a massive restructuring of the entire company, with Rick ultimately becoming Vice President over business units that experienced 79% growth in 3 years to \$200 million, while the company shrank overall by 33%. In 1999, Rick started his consulting business, with Lillian Vernon his first client. In late 2000, Rick joined Ross-Simons as VP of Marketing including internet, catalog, and retail. Under his leadership, the Internet business grew 75% to become nearly 20% of Ross-Simons' \$200 million direct business. Rick established strict financial controls on the catalog side of the business, resulting in the elimination of an entire catalog business as well as several titles in the main business, and a reduction in mailing to best

buyers of 30%. In Fall 2001, Rick returned to his consulting business, working with leading internet retailers. In 2004 he completed a 6 month engagement with SmartBargains.com (#100 on the 2008 Internet Retailer Top 500 list), implementing a leading CRM system as well as moving SmartBargains to an industry-leading email provider (subsequently SmartBargains won awards for their email marketing). SmartBargains was sold in 2009 for over \$200 million. In 2005 he finished a 3 month stint working with Fingerhut (#88 on the 2010 Top 500 List), recommending and subsequently implementing a program that increased profit by over \$1 million in '05, an initiative that the company still cites today as significantly driving their bottom line each year. At the end of 2005 he worked with Bodybuilding.com, working directly with the CEO of this rapidly growing company helping him focus on several initiatives designed to deliver millions to the bottom line, including marketing, customer service, and operations initiatives – culminating with the December 2005 launch of a major affiliate program, now a CJ 5 bar program (top 5% of all affiliate programs). The company was eventually sold to Liberty Media for north of \$100 million. In 2007 Rick returned to the corporate world as the CMO of American Blinds, Wallpaper and More where he revamped the offline marketing efforts, implemented a new email vendor, new SEM vendor, significantly improved revenue per email sent, improved site conversion and average order value, and introduced many new web features including a Clearance Outlet, Quick Price, Online Catalog, Resource Center, Videos, Press Releases, Brand landing pages, and much more. He returned to his consulting practice in November of 2008 when the rapid decline in economic conditions severely impacted ABWF's business. In 2010 Rick began a 3 month business analysis for Bluestem Brands (formerly Fingerhut). In February 2010 he began serving as Interim SVP Marketing for Oriental Trading (#57 on 2010 Top 500 list), wrapping that up in June and then working on projects for OTC until the end of July 2010.

# RENT A CMO

---

## Why Buy When You Can Rent?

## *We Improve Your Bottom Line!*

## **SERVICES**

- Interim CMO / SVP Marketing
- Design, implementation, and expansion of affiliate programs
- Negotiation of revenue share deals for improved internet profits
- Establishment of partnerships for catalog and internet
- Email program creation and implementation including triggered email campaigns
- Evaluation of all aspects of customer contact including look and feel of marketing efforts, telemarketing (inbound and outbound), package insert program, bouncebacks, packaging, billing and returns – recommendations for profit improvement, cost reduction, and improved customer satisfaction
- Test structure and analysis for both direct mail and internet
- Circulation evaluation and planning including customer acquisition, retention, and reactivation
- Bringing a customer focus to the organization, creating an awareness of the customer in all areas, how it drives profit, including variables in the P&L
- Analysis of contact strategy, design of cannibalization testing and analysis, for both direct mail and internet
- All aspects of database marketing efforts including hygiene, merge/purge and reporting, evaluation of housefile composition
- Marketing database design, re-design, and database build project management including RFP creation and bid analysis
- Vendor selection and negotiation including list management, database marketing, merge/purge...
- Focus group project management
- Evaluation of paid search marketing efforts and recommendations for improvements to program
- Review of website with recommendations for improvements
- Lead creative idea generation sessions
- Work with existing staff to assess and improve their direct marketing abilities
- Management of PR efforts including national press releases

**Rent-A-CMO**

**Rick Isenberg, Founder**

**Email [Rick@rent-a-cmo.com](mailto:Rick@rent-a-cmo.com)**

**[www.rent-a-cmo.com](http://www.rent-a-cmo.com)**

**[www.linkedin.com/in/rickisenberg](http://www.linkedin.com/in/rickisenberg)**