



## The SeniorTalk Team: Structured For Success

**SeniorTalk**'s management and advisors – each with 20 or more years of experience – have journeyed the same roads as the marketers we serve. Clients of **SeniorTalk** benefit from this collective real world experience. We have successfully assessed the challenges, found the way, and crafted strategies that delivered results. Hard work, nimble thinking, and honest speech and actions served us well then and now.

### **Mark S. Nedvin** Vice President, Client Solutions

Mark S. Nedvin is a veteran of the direct marketing industry, bringing nearly 30 years of experience from companies large and small. Prior to joining the leading DTC distributor of incontinence products and its agency **SeniorTalk**, Mark was VP of Marketing for Citigroup where his work on retention of acquired mortgage portfolios decreased attrition by more than 10 percent and strengthened cash flows. Starting his career in publishing, Mark turned around a languishing product at Xerox Learning Systems, using space ads to generate more than \$1 million in new sales.

### **The SeniorTalk™ Team**

He then launched Working Smart, an executive newsletter that gained share at the expense of competitors like Boardroom Reports. At Fisher-Price, he led product development and direct marketing for a children's book club. He built up the Fisher-Price database and worked with sales to design and produce more effective co-op programs, which resulted in the first Toys 'R Us coupon catalog. Following that success, Mark took on a new role, leading Information Systems at beverage producer, Gevalia Kaffe, a subsidiary of Kraft Foods, Inc. As it more than doubled in size, he implemented global IS standards, developed one of the first PC-based database management tools, and sourced and integrated scalable production systems. Mark currently serves as the Chairperson of the National Association for Continence Industry Council. As a consultant through the years, Mark has provided marketing and technology insights, helping companies as diverse as Time-Life Video and Amoco to meet growth objectives.

### **Ross Longendyke** Director, Account Services

Ross Longendyke has worked for many of the best-known names in the direct-to-consumer industry, including The Talbots, Spiegel, Sears, and Sara Lee Direct. Focusing on catalog and database management, he accumulated 20-plus years of experience before joining this DTC leader and its agency **SeniorTalk**. Ross is known for meeting challenges by innovating to improve upon the tried-and-true. While at Wolferman's®, a gourmet foods catalog marketer and then-subsiary of Sara Lee Direct, Ross initiated a database modeling project that enabled a 40 percent reduction in circulation expenses while exceeding sales targets. Ross derives his greatest pleasure from managing a creative or marketing team to achieve success. His analytical skills, along with fulfillment and merchandising experiences, led to opportunities in catalog marketing at Spiegel early in his career. Ross fell in love with the blend of science and art that is catalog marketing and has progressed in this industry ever since.

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**Junius R. (Sandy) Clark, III  
Advisor**

Sandy Clark is known for innovative solutions in all phases of the customer relationship. He sums it up, “The key has been: Find out how the customer wants to buy, not how we want to sell them.” During more than 40 years as a marketer, principal of a direct response agency, and consultant, he has developed and led both direct and mass marketing campaigns in all media: mail, telephone, space ads, inserts, direct response TV, etc. He guided the launch of several new businesses, including Staples, revived catalogs, and led consumer marketing programs for publishers, insurers, Disney, and more. When Internet marketing was in its infancy, he developed the first direct response Internet test for the Internet service provider, Prodigy. Early in his career, he raised renewals by 25 percent at Life Magazine and developed a customer lifetime value analysis to improve targeting and reduce acquisition costs. He is known for expertise in offer and price testing, retention programs, launch execution, and ad graphics. Most recently, he is involved in a project to bring sales ordering capabilities to consumers via their mobile phones.

**Maurice R. Parisien  
Advisor**

Maurice R. Parisien applies 30-plus years of sales and marketing experience to maximize both top-line and bottom-line performance for the companies he has served. As a senior marketing executive with both Fortune 100 and mid-tier companies, Maurice focused on brand management, lead generation and conversion, and customer relationship development in industries such as packaged goods, health care, financial services, technology, and telecommunications. He profitably grew the mostly-mature membership of AirEvac EMS, Inc., a rural air ambulance service, while serving as its Vice President of Marketing and Membership. Most recently, he co-founded a marketing research firm that specializes in quantitative research and segmentation techniques focused on the mature market. Maurice has expertise in strategic and tactical marketing planning, demand generation solutions for B2B, integrated marketing communications (using online and offline tactics), marketing campaign analysis and ROI assessment. He is also experienced in business process improvement and is a certified Six Sigma Black Belt.

[www.seniortalkmarketing.com](http://www.seniortalkmarketing.com)

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