

Jeffrey D. Green
NYU Stern School of Business
40 West Fourth Street, Room 905
New York, NY 10012
212-998-0546

EXPERIENCE

STERN SCHOOL OF BUSINESS

NEW YORK UNIVERSITY – New York, NY

9/06 - Clinical Associate Professor of Marketing

Teach core marketing, advertising management and marketing research. Other responsibilities include advisement of undergraduate marketing majors and supervision of various Gallatin master's students programs.

1/04-12/05 Adjunct Assistant Professor of Marketing

Taught marketing research and advertising management.

JAMER ASSOCIATES – New Hyde Park, NY

1/03-8/06 President

Conducted research and strategic planning projects, with a special focus on consumer-brand relationships. Clients included advertising/direct marketing agencies and market research companies.

LIEBER, LEVETT, KOENIG, FARESE, BABCOCK – New York, NY

(Direct Communications/Relationship Marketing)

10/97- 3/05 Director, Consulting Services

Member of senior management responsible for strategic planning, research and measurement on a wide variety of relationship marketing projects and consulting engagements for clients such as Pfizer (consumer direct response communications), Procter & Gamble (laundry detergent relationship marketing), Bristol-Myers Squibb (medication adherence), JP Morgan/Chase (value proposition development and customer acquisition/expansion), Comcast Cable/Online (member acquisition and retention), MasterCard (B2B positioning and prospecting) and new business. Promoted to Senior Vice President 6/00.

SAATCHI & SAATCHI - New York, NY (Advertising)

1/95-10/97 Director of Precision Targeting

Created a unique agency service, Precision Targeting, that integrated key segmentation, evaluation and planning disciplines from direct and relationship marketing into the communications planning and development processes at Saatchi & Saatchi and various clients. Completed marketing communications targeting projects for 10 General Mills cereals (focusing on the Cheerios and Total brands), the Reynolds Metals Company and Johnson & Johnson (Tylenol PM). Pioneered combined use of multiple information sources (such as Nielsen Household Panel data, geodemographics, Roper consumer surveys, client consumer databases and client tracking research) to provide a) more comprehensive target audience definitions (including creation of a proprietary "mature market" segmentation model), b) greater precision in selecting media, promotion and direct mail markets and c) increased effectiveness in selecting national television programming and magazines.

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SAATCHI & SAATCHI – New York, NY

- 6/93-1/95 Manager - Saatchi & Saatchi DataMarketing Advantage
Directed databased targeting and planning projects for a variety of clients including: local market target identification and media plan optimization for six Toyota Dealer Associations; local market target development opportunities and sell-in rationale in 20 markets for 8 different Glidden paint accounts; target lifestyle segmentation opportunities for 3 General Mills adult cereals and for Malibu Rum.
- 7/91-6/93 Strategic Planner - Silo - National Electronics/Appliances Retailer
Responsible for strategic guidance, coordination of target research, advertising effectiveness analysis and competitive tracking. Introduced use of databased marketing techniques to a) guide target selection and plans development for successful launch of Home Office Centers, b) evaluate effectiveness and efficiency of newspaper coverage by market and c) guide selection of media for various store openings, remodelings and defense efforts against competitor entries.
- 12/90-6/91 Account Supervisor - Procter & Gamble - Cascade/Ivory Liquid
Responsible for all areas of strategic development. Key focus on new product initiatives ranging from highly targeted flanker product to national repositioning of Ivory Liquid.
- 6/88-12/90 Account Supervisor - Helene Curtis - New Products/Degree AP-Deodorant
Directed/coordinated all aspects of new product development process from initial positioning through strategy development to preparation of introductory advertising. Efforts culminated in the successful introduction of Degree with Year I results exceeding expectations for share, trial and awareness. Named a Vice President in February 1990.
- 6/87-6/88 Account Executive/Supervisor - Martlet Importing Company - Molson Beer
Coordinated new positioning and new campaign development for both Molson Golden and Export Ale brands. New "Molson is Canadian Beer" campaign reestablished Golden's position as the leading Canadian import. Identified target niche for Export Ale and led development of first ever TV campaign, which aired regionally in the Northeast. Promoted to supervisor 1/88.
- 6/83-1/87 Assistant/Account Executive – Duracell, Procter & Gamble, Mexico Tourism
For Duracell, organized and conducted 8-city promotional tour to increase awareness in low business development markets. Contributed to preparation and execution of plans for first major launch of new OTC analgesic for Procter & Gamble – Encaprin. For Mexico Tourism, coordinated U.S., Canadian and overseas advertising and production of collateral materials directed toward the

consumer, travel agents and the meetings/conventions market. Promoted to account executive in July 1984.

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UNIVERSITY OF CHICAGO – Chicago, IL

6/79-6/81 Assistant Director of College Admissions
Formulated and executed marketing strategy for New York City metropolitan area. Coordinated male athletic recruitment. Planned and coordinated special recruitment program for over 500 students. Supervised volunteer group of 50 undergraduate students.

EDUCATION

New York University, Gallatin School of Individualized Study, MA,
Individualized Study (Consumer Psychology), May 2005

Columbia University Graduate School of Business, MBA, Marketing, May 1983

University of Chicago, BA, Behavioral Sciences, June 1979