

# WILLIAM J. SUTCLIFFE

202-253-6096  
wjs@billsutcliffe.com

Washington, DC 20004

## ■ EXECUTIVE PROFILE

Accomplished media marketing professional offers comprehensive knowledge of marketing, public relations, promotions and branding. Demonstrates a natural aptitude for new business models and diagnosing issues impeding business performance.

⋮ DIRECTOR OF MARKETING  
⋮ BUSINESS DEVELOPMENT  
⋮ SENIOR ADVISOR

### CROSS-FUNCTIONAL EXPERTISE IN:

Vision , Strategy & Execution

Business Development & Strategic Alliances

P & L and Operating Management

Acquisition Modeling

Project Management

Product Launch and Market Development

Strategic Promotion Experience

Consensus-Building & Team Leadership

## ■ EDUCATION

University of Kansas  
**M.S., ADVERTISING**  
**B.S., ADVERTISING**

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## ■ EXPERIENCE

**CURRENT**  
Washington, D.C.

### **NEWSUSA**

Advising national media for NewsUSA

**VICE PRESIDENT**

Selling and placing national public relations media campaigns for large consumer companies such as Orvis, Electrolux, New York Mint, Patriot Scientific and The Culinary Institute of Education through the Internet and daily newspapers (packages begin at \$13,500).

Executive level media experience, where working with teams is paramount.

Coach and mentor media executives through speeches at conference and local and national conferences.

**2003–2007**  
Washington, D.C.

### **THE WASHINGTON TIMES**

**DIRECTOR OF MARKETING**

Organized Internet promotions to include sales plans and strategies for ecommerce.

Managed daily operations of 20-person marketing department.

Coordinated with graphic artists, researchers and media executives to promote our newspaper in a competitive market.

Performed public relations for writers on national cable channels such as Fox News and MSNBC.

Managed a partnership with the Washington Capitals and ongoing branding and positioning.

Developed and coached advertising sales executives.

Spoke regularly at executive conferences including the Newspaper Association of America's conference.

Mentored and assisted newspaper sales account executives with advertising and Internet sales. Personally sold individual pages and sections to Rush Limbaugh, and special advertisement packages to the NHL's Washington Capitals, and MLB's Baltimore Orioles and Washington Nationals.

Secured media and promotion expenditures through cash and barter arrangements  
Monitored and controlled our \$2 million marketing budget.

Promoted writers Bill Sammon, Tony Blankley and Bill Gertz through in-paper promotions, book signings and advance releases with Regnery and HC.

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## ■ EXPERIENCE

**2001–2003**  
Lawrence, KS

### **LAWRENCE BANK**

Oversaw all advertising and marketing functions for the bank.

ASSISTANT  
VICE PRESIDENT

Reviewed business proposals, income statements, balance sheets and credit reports.

Generated and presented complete analyses of loan requests to the Board of Directors and coordinated all documentation for closure on approved loans.

**2000–2001**  
Tyson's Corner, VA

### **NEWSPAPER INDUSTRY COMMUNICATION CENTER (NICC)**

Developed and supported sales, branding, marketing and communications efforts for Internet platform.

VICE PRESIDENT,  
MARKETING

Marketed the product to large retailers and advertising agencies.

Directed sales efforts through the creative use of print, business-to-business direct mail, trade show exposure and in-house publications.

Sold and supported a newspaper industry-wide Internet sales venture to large advertising agencies located throughout the United States. Customers included: Target, JC Penney, Wells Fargo and Vertis.

**1999–2000**  
Arlington, VA

### **GANNETT COMPANY INCORPORATED/USA TODAY**

Planned, budgeted, implemented and executed circulation marketing plans.

DIRECTOR,  
CIRCULATION SALES  
& MARKETING

Coordinated contracts for vendors and consultants.

Lead overall sales approach to circulation sales and retention efforts for 100 daily newspapers.

Conducted weekly sales calls across the country to work with circulation sales managers to increase newspaper sales.

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## ■ EXPERIENCE

**1998–1999**  
Vienna, VA

**VICE PRESIDENT,  
MARKETING—  
SMALLER MARKET  
NEWSPAPERS**

### **NEWSPAPER ASSOCIATION OF AMERICA**

Developed custom solutions and products to address issues in advertising, circulation, distribution and marketing.

Commissioned and analyzed research through customer presentations and site visits to determine strategic marketing directions.

Contributed regularly to in-house publications, trade journals and state press associations on sales and marketing issues.

Conducted yearly seminars and symposiums on marketing topics with industry leaders  
Served as liaison to NAA's Marketing Development and Promotions Federation.

**1994–1998**  
Columbus, OH

**VICE PRESIDENT,  
MARKETING  
& ADVERTISING SALES**

### **THOMSON NEWSPAPERS, CENTRAL OHIO STRATEGIC MARKETING GROUP**

Provided leadership and guidance for the entire marketing efforts of seven daily newspapers.

Developed marketing strategies in 18 counties for new newspaper products and new advertising venture opportunities such as niche publishing, transaction marketing and acquisitions.

Conducted in-house marketing surveys, utilized databases and managed relationships with market research firms to enhance strategic position and increase market share.

Monitored major advertising account efforts.

Scheduled sales training programs.

Designed agency-quality marketing materials to drive group and unit sales.

Coordinated annual budgeting process and composed semiannual and annual executive reviews.